

设计进化论！

SE SHOEISHA

日本 LOGO设计速查手册

IDEAS OF LOGO DESIGN

创意 设计 艺术 商业 IT 游戏 学校

优雅 自然 浪漫 休闲 元气 野性

KOUHEI SUGIE
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KUMIKO TANAKA
[日]田中久美子

HIROSHI HARA
[日]原弘始

AKIKO HAYASHI
[日]林晶子

JUNYA YAMADA
[日]山田纯也 著

IFENG SPACE
凤凰空间·天津 译

有了这本书，灵感一直来！

如何运用新颖构想，
设计出概念的图像？

如何根据客户需求，
延伸出多元化风格？

让1000种LOGO设计力，
打破创意有限的瓶颈。

LOGO代表的，是一种图解创意及恒久个性

江苏凤凰美术出版社

作者简介

[日]杉江耕平

平面设计师，1972年生，2005年成为自由职业者。合著的书籍有《设计素材集：框架与复古》《设计素材集：天空与云》。

[日]田中久美子

网页设计师，从2000年开始作为自由职业者从事设计活动。制作面向女性的内容，同时也在为网络相关杂志供稿，撰写设计相关的书籍，一边探索什么是“好用的版式设计”“易于传达的设计”，一边从事着设计工作。

[日]原弘始

1975年出生，现居日本长野市，网站总监、设计师、设计工作室eru常务董事。作品刊载于日本《web creators》《MdN》《MdN设计师档案2004》《Web年鉴2001》《Digista Vol.1》等专业杂志上。

作者简介

[日] 林晶子

厌倦了日本东京的生活，之后移居到三重县。从事纸质媒体到网站的企划设计，以“看一眼就能吸引用户”为设计方针的 UI 设计师兼艺术总监。

[日] 山田纯也

平面设计师。从 2000 年开始作为自由职业者从事设计活动。除了广告、标识设计、包装设计、各种物品设计之外，还著有《Illustrator 词尾查询设计事典（应用于 CS4/CS3）》等。

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06 强悍风格（男性 · 有力）





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[日]林晶子 [日]山田纯也 —— 著

凤凰空间·天津 —— 译

江苏凤凰美术出版社

图书在版编目（CIP）数据

设计进化论！. 日本LOGO设计速查手册 /（日）杉江耕平等著；凤凰空间·天津译. -- 南京：江苏凤凰美术出版社, 2021.6
ISBN 978-7-5580-8667-0

Ⅰ. ①设… Ⅱ. ①杉… ②凤… Ⅲ. ①设计－手册②标志－设计－手册 Ⅳ. ①J06-62② J524.4-62

中国版本图书馆CIP数据核字(2021)第094703号

出版统筹　王林军
策划编辑　李若愚
责任编辑　王左佐
助理编辑　孙剑博
特邀编辑　李若愚
装帧设计　悦知文化 / 浦朗客
责任校对　韩　冰
责任监印　唐　虎

书　　名　设计进化论！ 日本LOGO设计速查手册
著　　者　[日]杉江耕平　[日]田中久美子　[日]原弘始
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译　　者　凤凰空间·天津
出版发行　江苏凤凰美术出版社（南京市湖南路1号　邮编：210009）
出版社网址　http：//www.jsmscbs.com.cn
总 经 销　天津凤凰空间文化传媒有限公司
总经销网址　http：//www.ifengspace.cn
印　　刷　天津图文方嘉印刷有限公司
开　　本　710mm × 1000mm　1/16
印　　张　14.5
版　　次　2021年6月第1版　2021年6月第1次印刷
标准书号　ISBN 978-7-5580-8667-0
定　　价　79.80元

营销部电话　025-68155792　营销部地址　南京市湖南路1号
江苏凤凰美术出版社图书凡印装错误可向承印厂调换

著作权合同登记号：图字10-2021-66

前 言

本书收集了五位日本专业设计师的创意结晶，完整收录了超过 1000 种 LOGO 设计，分为创意风格、商业风格、保守风格、自然风格、休闲风格、强悍风格等六大类别，而各类别又可细分成 56 个主题，包括“设计 · 时尚”“信赖 · 坚定”“传统 · 高贵 · 优雅”“女性化 · 柔和 · 环保”“亲切 · 元气”“男性 · 有力”等，让你在遇到设计瓶颈时能透过清楚的分类方式，迅速查阅所需的信息。

LOGO 所代表的就是“门面”，必须确实掌握此要点，进行 LOGO 设计时，最需要考量的重点，就是 LOGO 恒久性。本书不谈设计的原理，亦省去了多余的文字解说，取而代之的，是以大量的 LOGO 设计配合字型与配色来呈现出不同构图，并思考如何针对商品、客户的属性，设计出最适合的商标形象。本书仿佛一个收藏了各界精选 LOGO 的大型灵感抽屉，是非常适合专业设计工作者的参考书籍。

灵感枯竭时，只要随意翻阅此书，保证你能遇见灵光乍现的瞬间！

著者代表

原弘始

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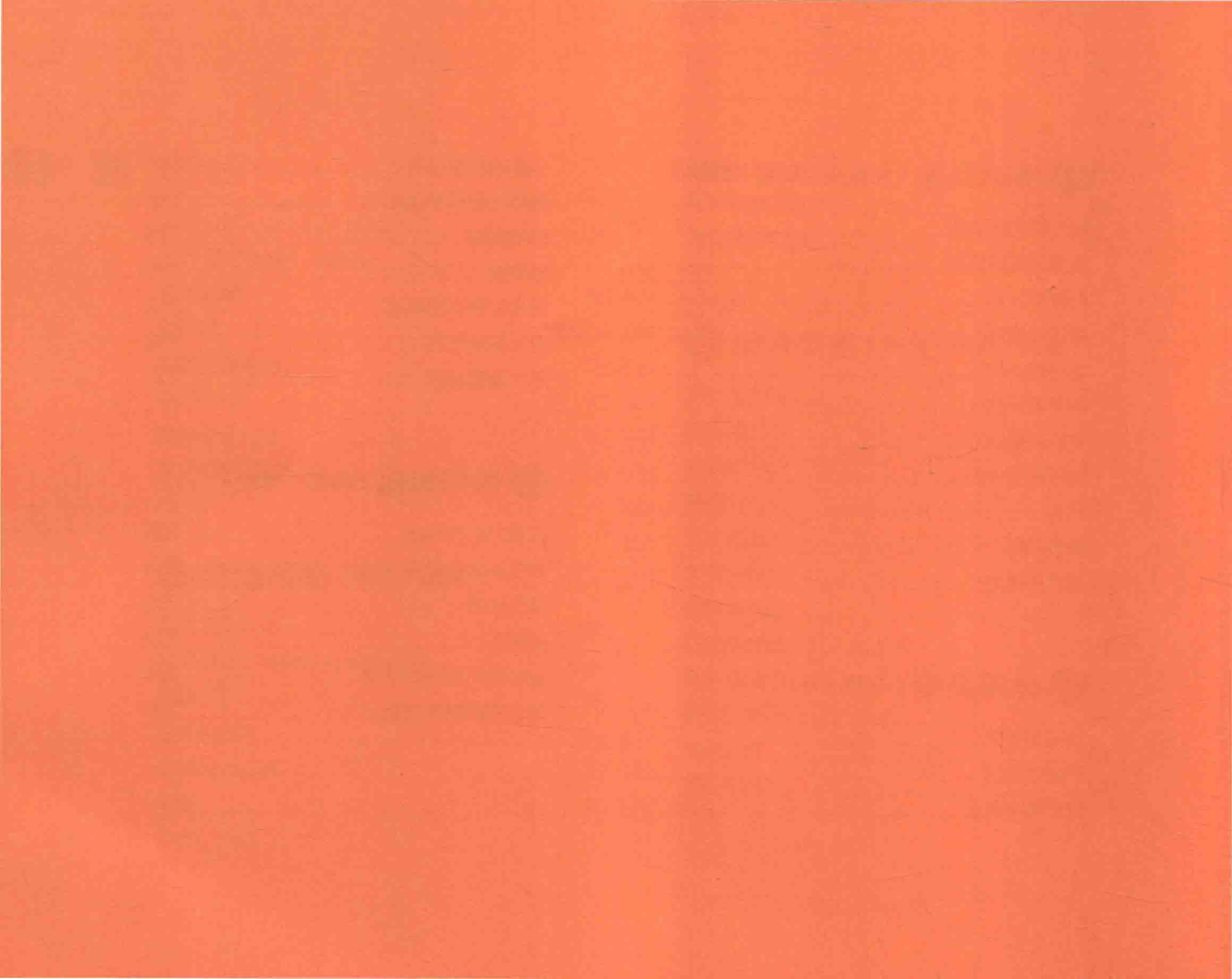
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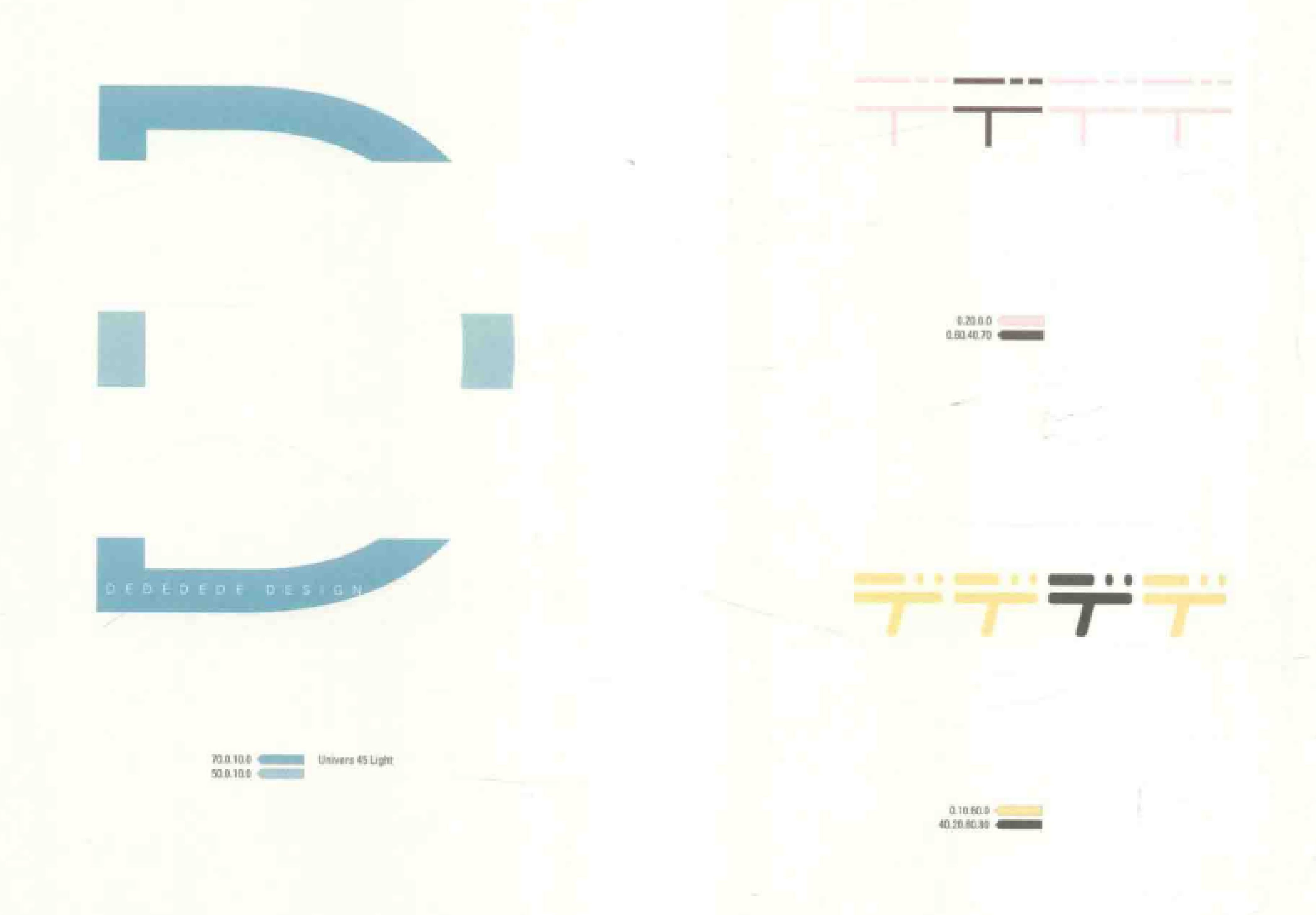
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Creative Design

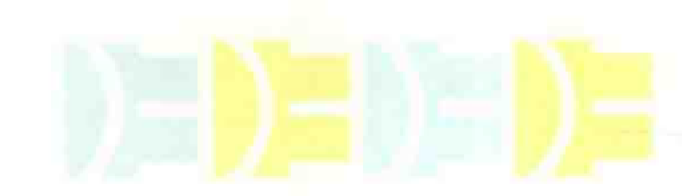
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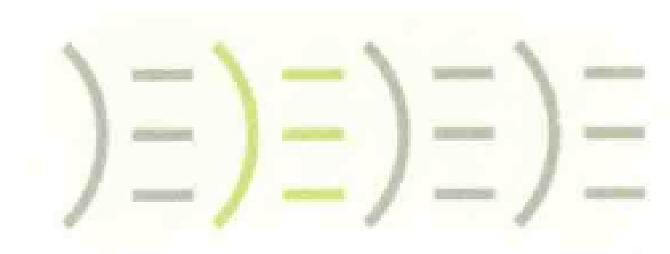
设计 · 时尚


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设计 I 杉江耕平

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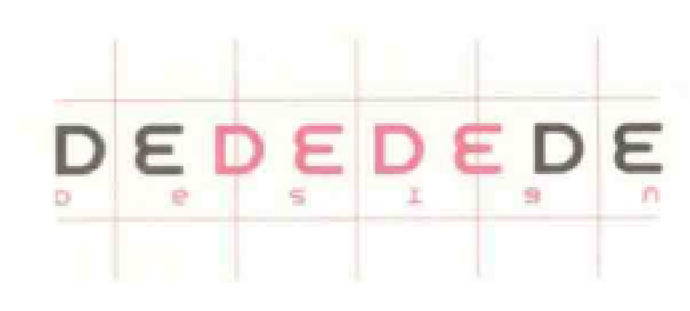












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设计 | 杉江耕平





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Design Studio



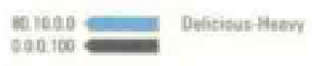


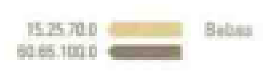














设计 I 田中久美子



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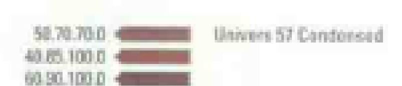


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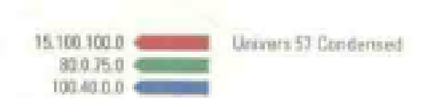














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设计 I 田中久美子







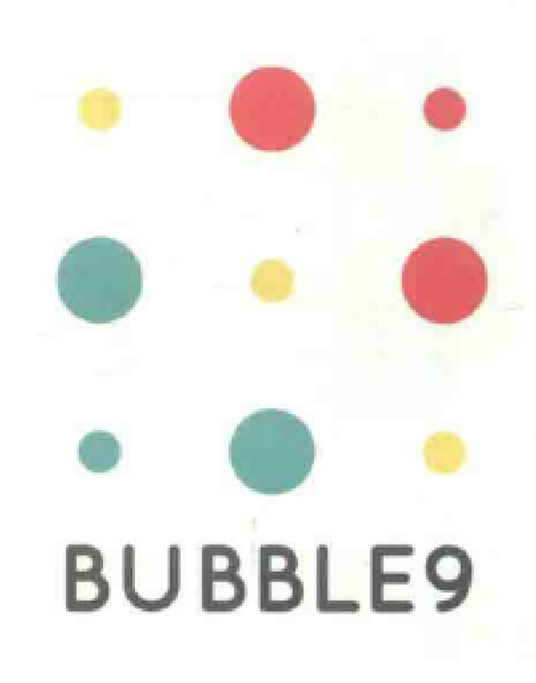


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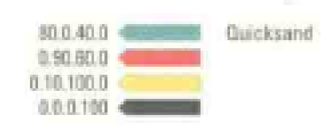
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Quicksand


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design room
design room






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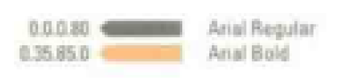

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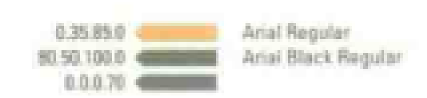

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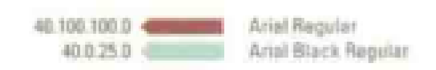
设计 | 山田纯也



















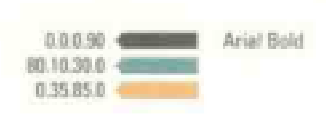
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OXYGEN DESIGN



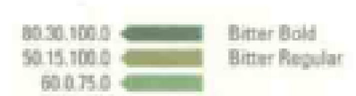




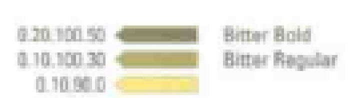






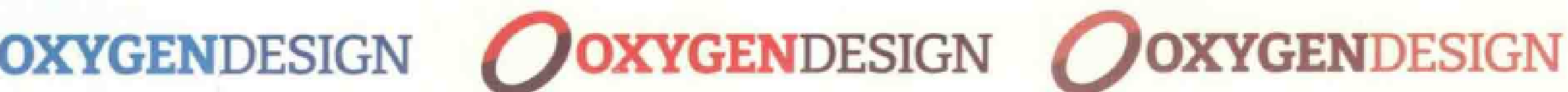






设计 | 林晶子







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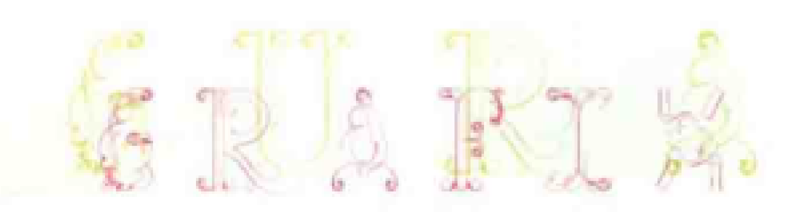
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设计 | 杉江耕平



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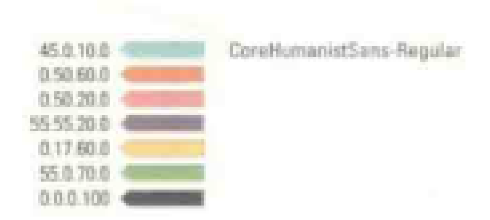
设计 | 田中久美子


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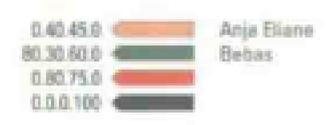

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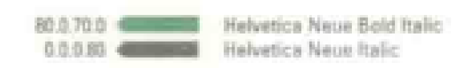

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设计 | 田中久美子


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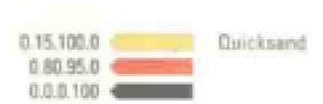
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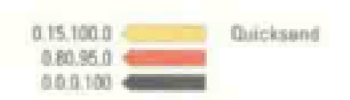
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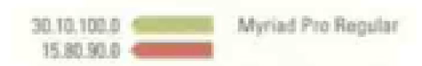


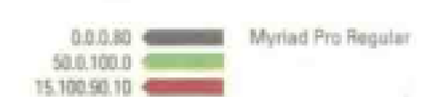


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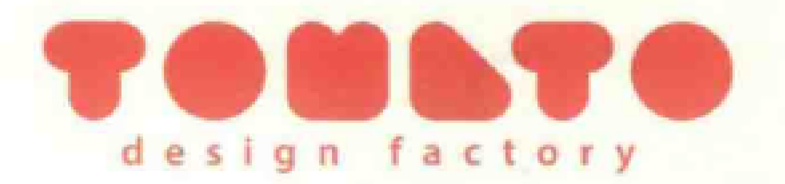






设计 | 山田纯也

TOMATO
design factory





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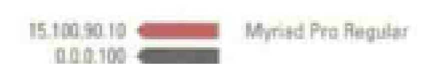




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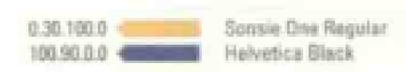


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SHOWA BROTHERS


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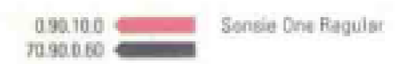

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设计 | 林晶子







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设计 I 林晶子



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100.50.80.40 Century Old Style Std Bold
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设计 | 山田纯也







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Futura BT Light

55.0.15.0 Futura BT Light
Futura BT Medium







0.70.100.0 Futura BT Light
Futura BT Medium

0.100.100.0 Futura BT Light
Futura BT Medium

50.70.80.70 Futura BT Light
Futura BT Medium

设计 | 山田纯也











80.0.100.0 Helvetica Neue LT Std 23 Ultra Light Extended
50.0.80.0 Helvetica Neue LT Std 73 Bold Extended













设计 | 林晶子









70.85.0.0 Helvetica Neue LT Std 23 Ultra Light Extended
90.90.0.0 Helvetica Neue LT Std 73 Bold Extended



70.0.70.0 Helvetica Neue LT Std 23 Ultra Light Extended
40.0.70.0 Helvetica Neue LT Std 73 Bold Extended



0.80.0.0 Helvetica Neue LT Std 23 Ultra Light Extended
0.60.70.0 Helvetica Neue LT Std 73 Bold Extended





10.100.40.0 Helvetica Neue LT Std 23 Ultra Light Extended
30.0.0.0 Helvetica Neue LT Std 73 Bold Extended

10.0.70.0 Helvetica Neue LT Std 23 Ultra Light Extended
60.40.100.0 Helvetica Neue LT Std 73 Bold Extended

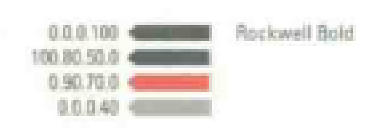
0.60.0.0 Helvetica Neue LT Std 23 Ultra Light Extended
100.100.40.0 Helvetica Neue LT Std 73 Bold Extended

设计 | 林晶子


PHOTOGRAPHER
TARO TANAKA


0.0.0.100
0.0.0.45
Bebas

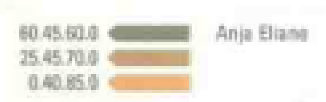

PHOTOGRAPHER TARO TANAKA
SICNE 2001 TOKYO


0.0.0.100
100.80.50.0
0.90.70.0
0.0.0.40
Rockwell Bold


PHOTOGRAPHER
TARO TANAKA


0.0.0.85
0.0.0.100
Anja Eliane


PHOTOGRAPHER
TARO TANAKA


60.45.60.0
25.45.70.0
0.40.85.0
Anja Eliane

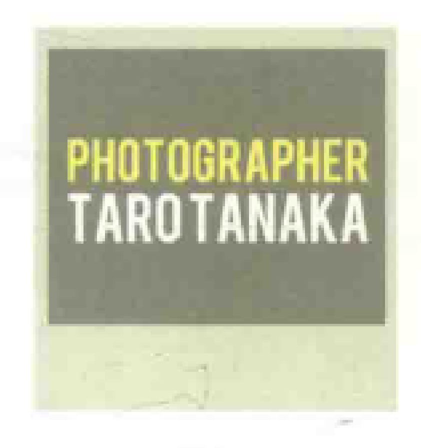
设计 | 田中久美子

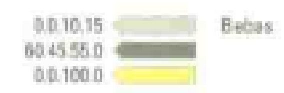

Say Cheese!
PHOTOGRAPHER TAROTANAKA


0.0.0.100
15.100.100.0
Baskerville Italic
Bebas

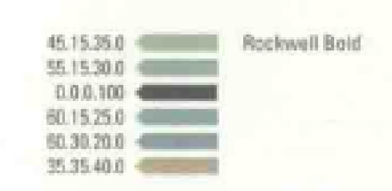

Say Cheese!
Photographer TARO TANAKA


0.50.95.0
50.60.75.0
ミウラAI
Eager Naturalist


PHOTOGRAPHER
TAROTANAKA


0.0.10.15
60.45.55.0
0.0.100.0
Bebas

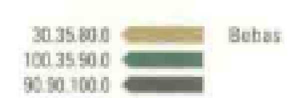

T A R O
Photographer TARO TANAKA


45.15.35.0
55.15.30.0
0.0.0.100
60.15.25.0
60.30.20.0
35.35.40.0
Rockwell Bold


Photographer
TARO TANAKA


0.0.0.100
Segoe Condensed Regular
Segoe Condensed Bold


PHOTOGRAPHER
TAROTANAKA


30.35.80.0
100.35.90.0
90.90.100.0
Bebas

设计 | 田中久美子


Kamei
Photographer


Kamei
Photographer


Kamei
Photographer

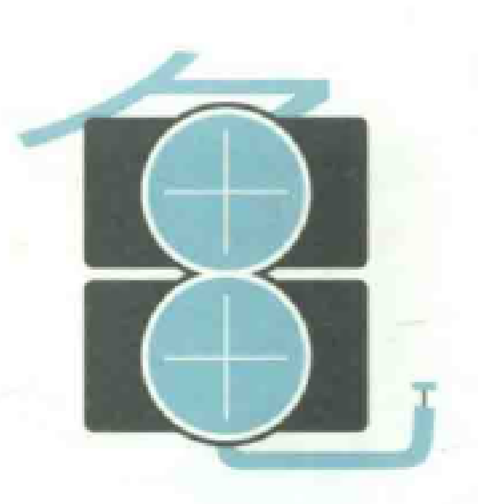

0.0.100.0
20.40.0.80
20.10.0.40
ITC Avant Garde Gothic Book

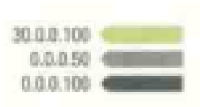

0.20.80.0
0.0.10.10
20.0.10.90
ITC Avant Garde Gothic Book


0.40.30.0
0.0.0.20
60.10.0.80
ITC Avant Garde Gothic Book





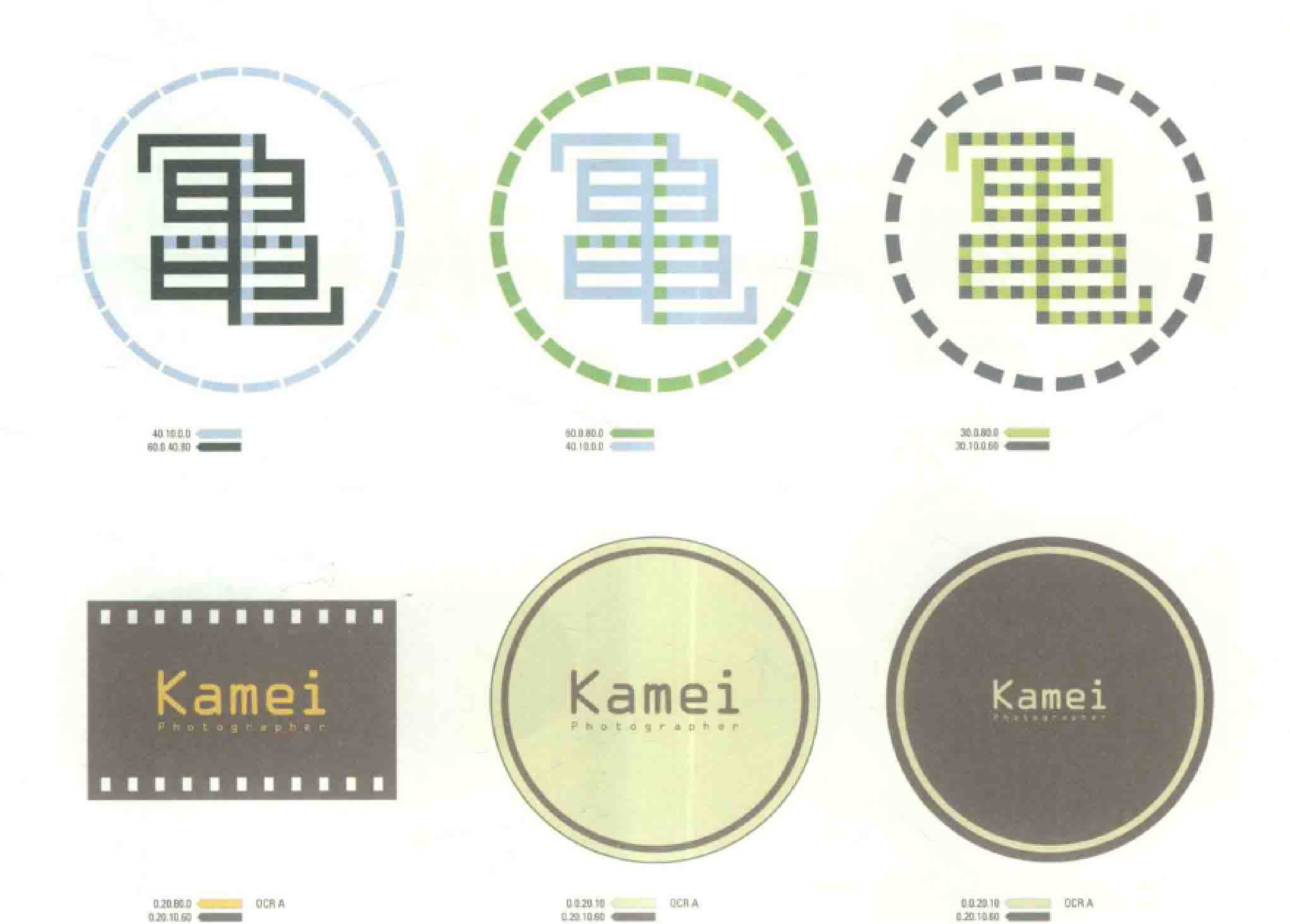



30.0.0.100
0.0.0.50
0.0.0.100


20.0.100.10
20.0.60.90


60.0.10.0
20.0.60.90

设计 | 杉江耕平


40.10.0.0
60.0.40.80
60.0.80.0
40.10.0.0
30.0.80.0
30.10.0.60
Kamei
Photographer
0.20.80.0
0.20.10.60
OCR A
Kamei
Photographer
0.0.20.10
0.20.10.60
OCR A
Kamei
0.0.20.10
0.20.10.60
OCR A

设计 | 杉江耕平

劇団まぼろし　第 9 回公演

ヒット エンド ラナウェイ

H I T　A N D　R U N A W A Y

0.0.0.100

新ゴ Pro R
新ゴ Pro H
Delicious-Heavy

劇団まぼろし　第 9 回公演

ヒット エンド ラナウェイ

H I T　A N D　R U N A W A Y

0.0.0.100

新ゴ Pro R
小塚ゴシック Pro H
Constantia

劇団まぼろし　第 9 回公演

ヒット•エンド•ラナウェイ

0.0.0.100

はんなり明朝



0.0.0.50
0.0.0.65
0.10.10.75

新ゴ Pro R
はんなり明朝

设计 | 田中久美子

劇団まぼろし　第9回公演

ヒットエンドラナウェイ

HIT AND RUNAWAY

0.0.0.100　小塚ゴシック Pro M
マダラ
Constantia

劇団まぼろし　第9回公演

ヒットエンドラナウェイ

HIT AND RUNAWAY

85.90.100.0　小塚ゴシック Pro M
40.100.70.0　マダラ
30.35.80.0　Constantia
100.40.60.0

劇団まぼろし　第9回公演



0.0.0.100　太ゴB101 Pro Bold
はんなり明朝

劇団まぼろし　第9回公演



0.0.0.100　太ゴB101 Pro Bold
100.0.100.0　はんなり明朝

劇団まぼろし　第9回公演



0.0.0.100　太ゴB101 Pro Bold
新ゴ Pro H
DIN Next LT Pro Ultra Light

劇団まぼろし　第9回公演



0.0.0.100　太ゴB101 Pro Bold
50.100.70.0　新ゴ Pro H
DIN Next LT Pro Ultra Light

设计 | 田中久美子

俺たちの田舎 Our Country

20.100.100.0 ゴシックMB101 Pr5 H
60.70.100.40 ゼンゴN Std H
Blur Medium

俺たちの田舎 Our Country

80.60.100.0 ゴシックMB101 Pr5 H
50.50.100.0 ゼンゴN Std H
Blur Medium

俺たちの田舎 Our Country

0.75.90.0 ゴシックMB101 Pr5 H
60.70.100.40 ゼンゴN Std H
Blur Medium



70.100.55.30 ゴシックMB101 Pr5 H
40.30.100.0 ゼンゴN Std H
Blur Medium

俺たちの田舎 Our Country

70.20.0.0 ゴシックMB101 Pr5 H
70.20.100.0 ゼンゴN Std H
Blur Medium



100.100.50.0 ゴシックMB101 Pr5 H
70.0.0.0 ゼンゴN Std H
Blur Medium

设计 | 林晶子



80.50.100.20 プリティー桃 Std Bold
40.0.85.20 Blur Medium



40.85.100.0 プリティー桃 Std Bold
0.60.90.0 Blur Medium



80.0.70.0 プリティー桃 Std Bold
60.0.25.0 Blur Medium





20.95.100.10 プリティー桃 Std Bold
0.0.0.100 Blur Medium



100.40.15.20 プリティー桃 Std Bold
0.0.0.100 Blur Medium



0.0.0.100 プリティー桃 Std Bold
0.100.100.0 Blur Medium

设计 | 林晶子


TOKYO
Design Days
2013


TOKYO
Design Days
2013

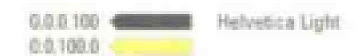

0.0.0.90
Helvetica Light


0.0.0.90
Helvetica Light

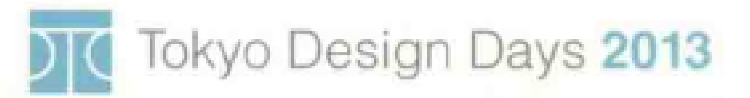

TOKYO
Design Days
2013


TOKYO
Design Days
2013


0.0.0.80
0.100.0.0
Helvetica Light


0.0.0.100
0.0.100.0
Helvetica Light

设计 I 山田纯也



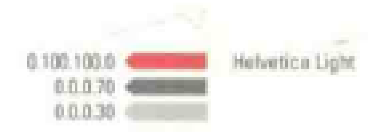




65.0.10.0 Helvetica Bold
0.0.0.70 Helvetica Light





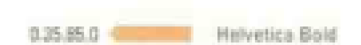


0.100.100.0 Helvetica Light
0.0.0.70

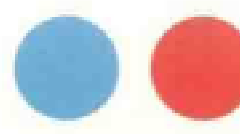








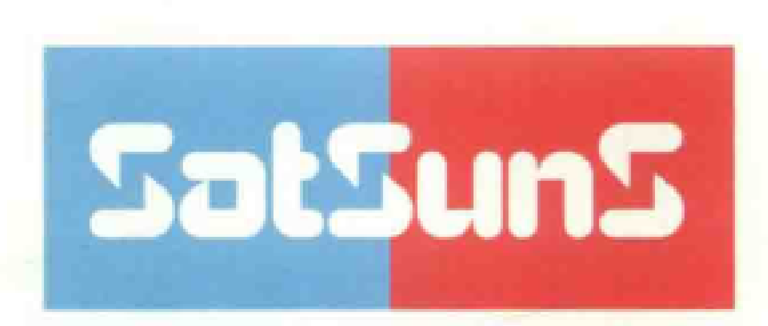
设计 | 山田纯也

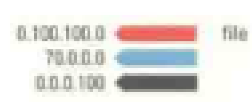


週末プロジェクト

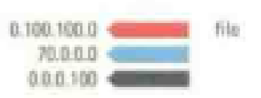
SatSunS















Future
World

80.100.30.0
0.100.30.0
Eurostyle Bold Extended

0.100.30.0
0.0.0.100
Eurostyle Bold Extended

0.100.30.0
Eurofurence

WAKU WAKU FESTIVAL

0.40.100.0 Melton
0.0.0.100



0.40.100.0 Melton
0.0.0.100

WAKUWAKU FESTIVAL

80.20.50.0 Melton
0.70.20.0
50.0.100.0
0.40.100.0



0.100.30.0 Rosewood

Rock The House

0.100.100.0 Wisdom

ROCK THE HOUSE

0.100.100.0 Eurostyle Bold Extended
0.0.0.100





建築地球

0.10.60.10 カクミン R
0.40.40.90

20.0.0.20 FOT-くろかね Std EB
20.60.0.90

0.10.10.20 ゴシックMB101 L
40.20.0.90 ゴシックMB101 M

建築地球

建築地球

建築地球

10.0.10.10 フォーク R
0.80.40.80

20.10.0.10 新ゴ M
40.0.10.90 新ゴ EL

0.10.20.20 A1明朝
10.10.20.90

设计 | 杉江耕平

建築
地球

0.10.20.20 カクミン R
20.60.0.90



0.10.10.20 新丸ゴ L
40.20.0.90 新丸ゴ M

建築
地球

10.0.10.10 ゴシックMB101 M
0.40.40.90 ゴシックMB101 L

建築
地球

20.10.0.10 丸フォーク R
10.10.20.90 丸フォーク B



20.0.0.20 新ゴ M
0.80.40.80 新ゴ EL

建築
地球

0.10.60.10 光朝
40.0.10.90

设计 | 杉江耕平

Architech Architech Architech









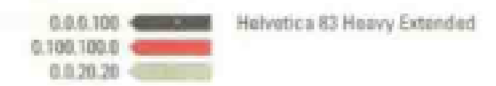
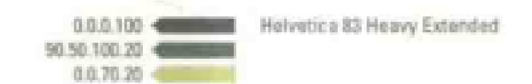






设计 I 林晶子

Architech Architech Architech

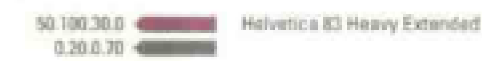

0.0.0.100 / 0.100.100.0 / 0.0.20.20 — Helvetica 83 Heavy Extended

0.0.0.100 / 90.50.100.20 / 0.0.70.20 — Helvetica 83 Heavy Extended

0.0.0.100 / 0.80.0.0 / 0.20.10.0 — Helvetica 83 Heavy Extended








0.80.100.0 / 20.0.0.60 — Helvetica 83 Heavy Extended

50.100.30.0 / 0.20.0.70 — Helvetica 83 Heavy Extended

90.100.50.0 / 50.40.100.0 — Helvetica 83 Heavy Extended

设计 | 林晶子

首都造形研究所
Creative
Minds

首都造形研究所
Creative
Minds

首都造形研究所
Creative
Minds

100.40.0.0 Trade Gothic LH Extended
70.10.0.0 Trade Gothic LH Bold Extended
C&Gれいしっく

0.70.100.0 Trade Gothic LH Extended
0.40.90.0 Trade Gothic LH Bold Extended
C&Gれいしっく

20.100.100.0 Trade Gothic LH Extended
0.50.30.0 Trade Gothic LH Bold Extended
C&Gれいしっく

首都造形研究所
CreativeMinds

首都造形研究所
CreativeMinds

首都造形研究所
CreativeMinds

100.0.0.85 Trade Gothic Bold No. 2 Oblique
10.0.70.0 C&Gれいしっく

0.0.0.0 Trade Gothic Bold No. 2 Oblique
0.85.90.0 C&Gれいしっく

0.0.100.0 Trade Gothic Bold No. 2 Oblique
55.0.20.0 C&Gれいしっく

设计 | 林晶子

首都造形研究所
CREATIVE
MINDS

0.100.0.0 Bodoni Poster Compressed
0.0.0.100 Bodoni Poster Italic
C&Gれいしっく

首都造形研究所
CREATIVE
MINDS

0.80.50.0 Bodoni Poster Compressed
0.0.40.0 Bodoni Poster Italic
C&Gれいしっく

首都造形研究所
CREATIVE
MINDS

100.0.0.0 Bodoni Poster Compressed
30.0.90.0 Bodoni Poster Italic
C&Gれいしっく

CreativeMinds
首都造形研究所

50.100.0.0 Rock Salt Regular
30.50.0.0 C&Gれいしっく

CreativeMinds
首都造形研究所

85.45.100.0 Rock Salt Regular
60.10.50.0 C&Gれいしっく

CreativeMinds
首都造形研究所

100.80.0.0 Rock Salt Regular
70.30.0.0 C&Gれいしっく

设计 | 林晶子







15.100.90.10
Century Schoolbook Bold Condensed BT
Futura BT Book



90.55.95.30
Century Schoolbook Bold Condensed BT
Futura BT Book











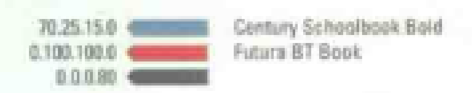


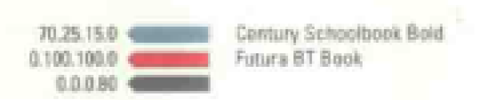
设计 | 山田纯也











80.10.45.0 Century Schoolbook Bold
35.0.100.0 Futura BT Book



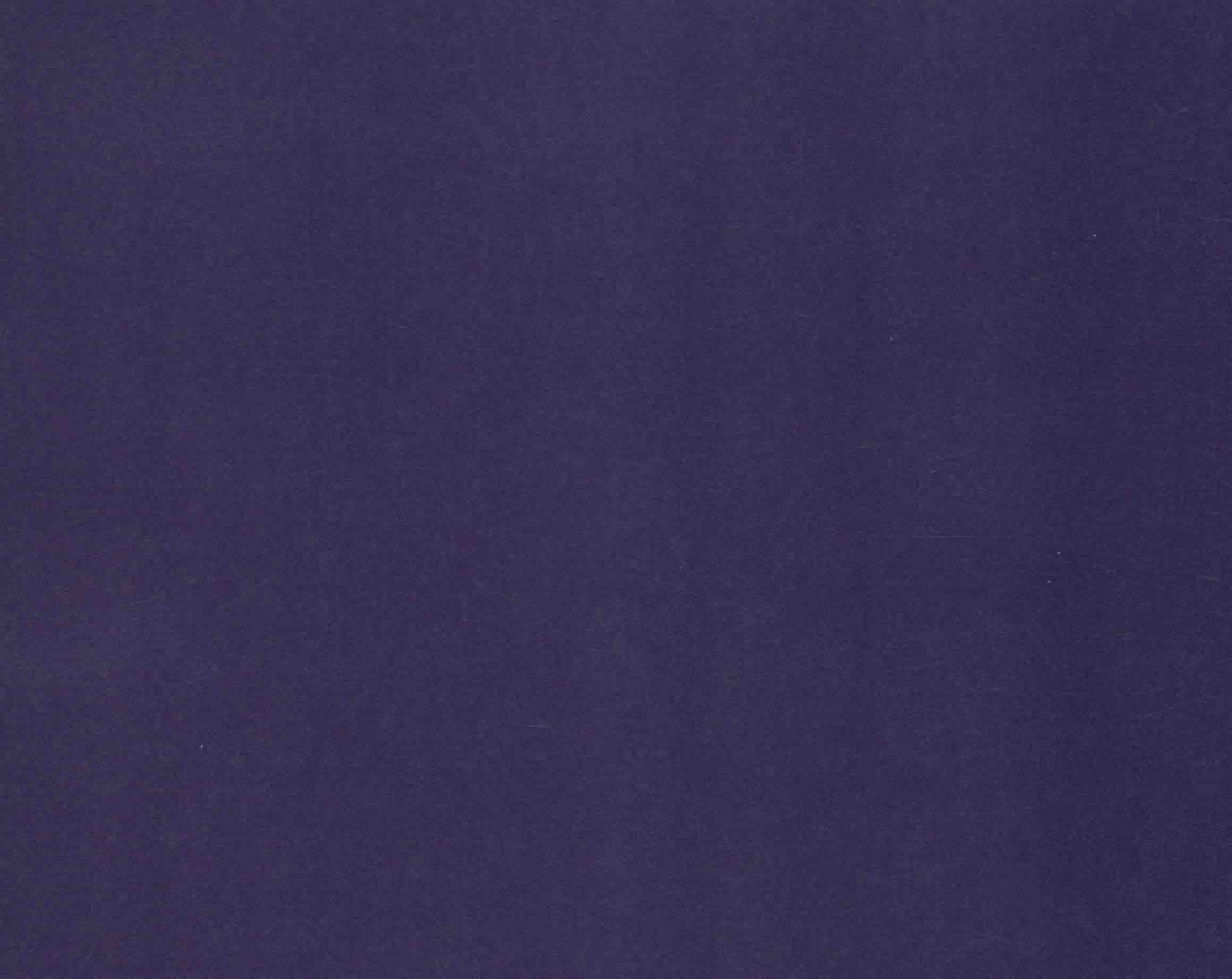




80.0.0.0 Century Schoolbook Bold
Futura BT Book



0.30.100.0 Futura BT Book

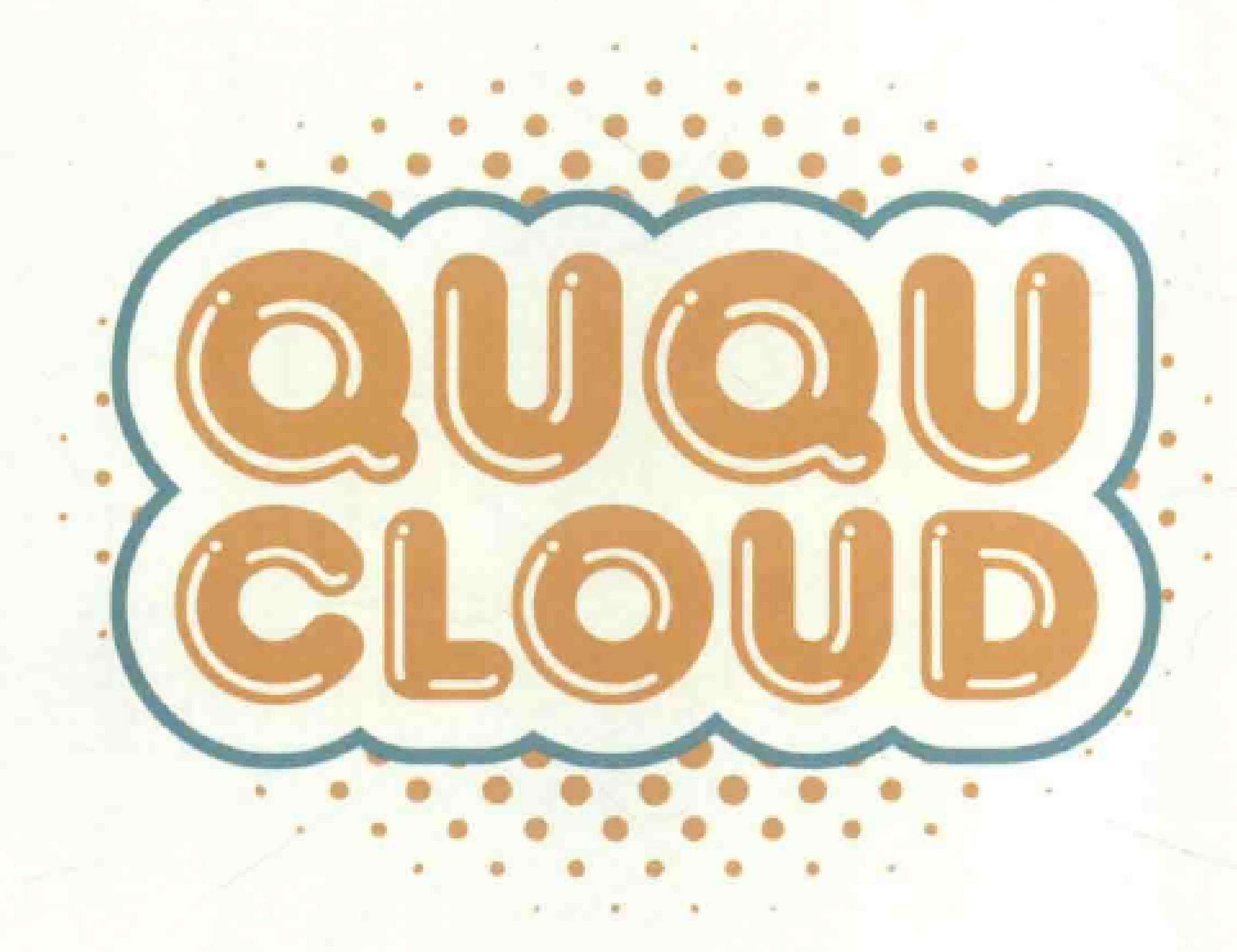


02

Business Design

商业风格

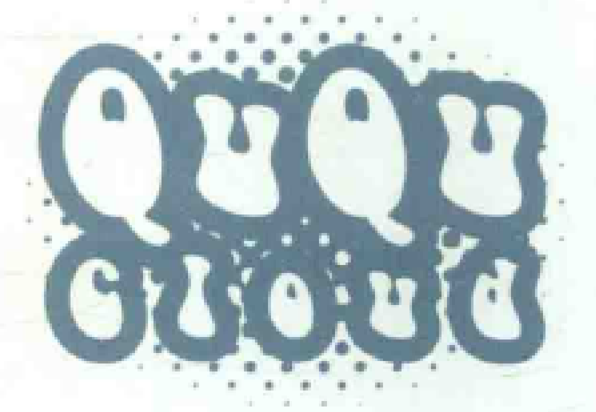
信赖 · 坚定



10.40.100.0 Frankfurt
80.0.20.20



60.0.0.0 Cooper Black Italic
80.20.0.20

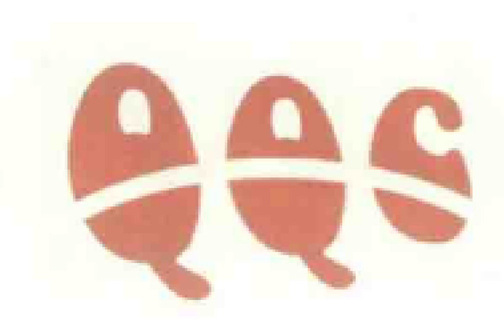


60.0.0.40 PUPPYLIKE

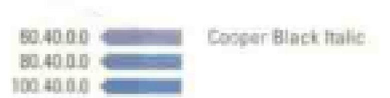
设计 | 杉江耕平


QQC


QQC

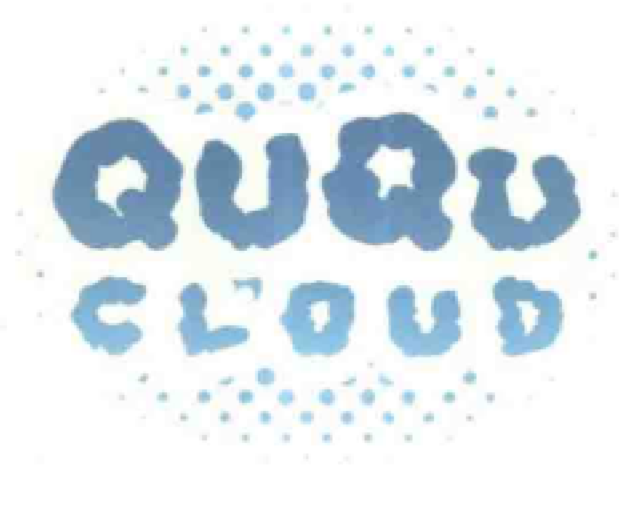

QQC

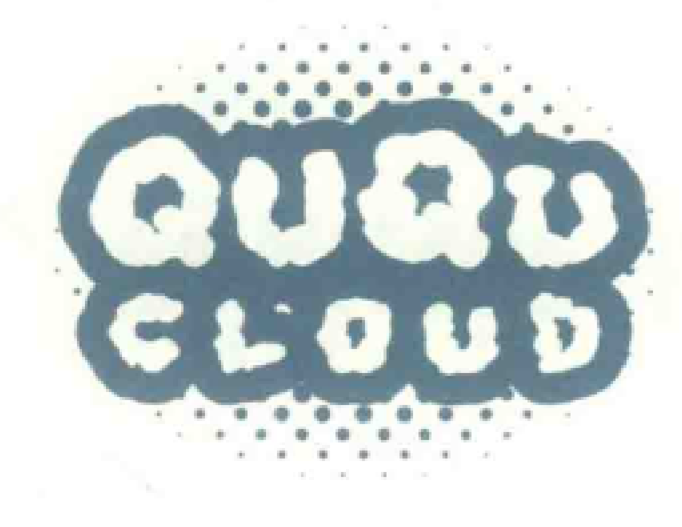

70.0.20.0
0.60.60.0
Frankfurt


80.40.0.0
80.40.0.0
100.40.0.0
Cooper Black Italic


0.60.60.10
PUPPYLIKE


QUQU
CLOUD


QUQU
CLOUD


QUQU
CLOUD


10.40.100.0
60.0.0.10


80.20.0.20
60.0.0.0


60.0.0.40

商业风格

设计 | 杉江耕平


mobileworks


mobileworks


mobileworks


0.0.0.100
0.0.0.45
Myriad Arabic Italic
Myriad Arabic Bold Italic


70.0.40.0
100.90.50.0
Myriad Arabic Italic
Myriad Arabic Bold Italic

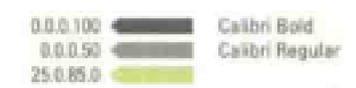

0.0.0.100
70.0.100.0
CoreHumanistSans-Regular


mobileworks


mobileworks


mobileworks


0.0.0.100
Calibri Bold
Calibri Regular


0.0.0.100
0.0.0.50
25.0.85.0
Calibri Bold
Calibri Regular


0.0.0.100
100.45.0.0
Rezland Logotype Font

设计 | 田中久美子







0.0.0.100 Segoe Condensed Bold Italic

100.70.0.0 Segoe Condensed Bold Italic
60.0.100.0

15.100.100.0 Segoe Condensed Bold Italic
0.0.0.100







0.0.0.100 Segoe Condensed Bold
Segoe Condensed

0.0.0.100 Segoe Condensed Bold
60.0.30.0 Segoe Condensed

20.30.80.0 Segoe Condensed Bold
85.100.100.0 Segoe Condensed

设计 | 田中久美子



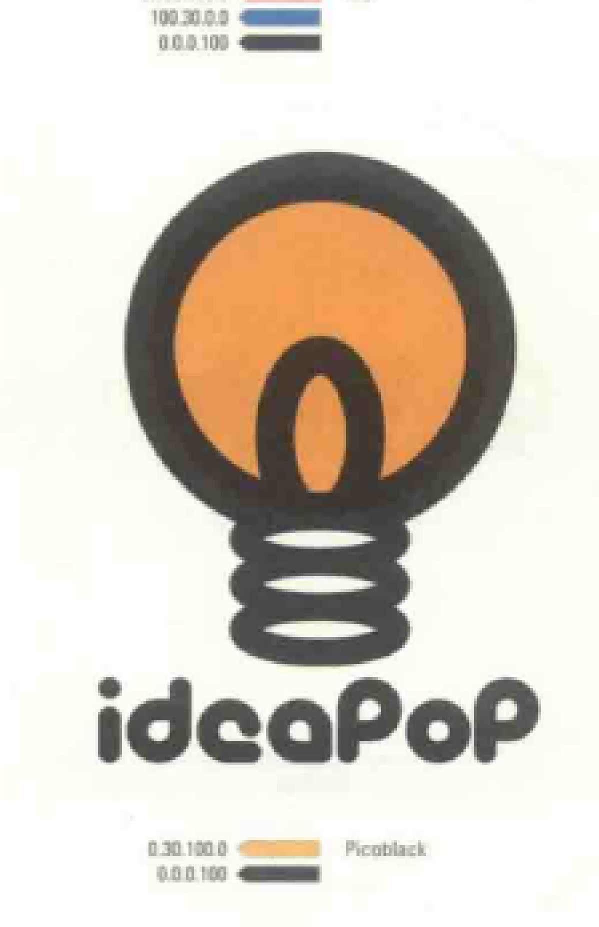
0.100.100.0 file
100.30.0.0
0.0.0.100



0.100.100.0 file
100.30.0.0
0.0.0.100



0.100.100.0 file
0.0.0.20
0.0.0.100



0.30.100.0 Picoblack
0.0.0.100



0.30.100.0 Picoblack
0.0.0.100

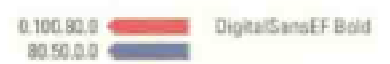


0.30.100.0 Picoblack

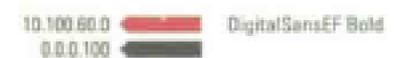
设计 | 原弘始


VICTORY
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Universe
VICTORY
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Universe
VICTORY
0.100.100.0
0.0.0.100
Universe
GAMESTAR
0.100.20.0
0.50.100.0
0.0.0.50
Nakotica Barrow
GAMESTAR
0.50.100.0
0.0.0.50
Nakotica Barrow
GAMESTAR
0.100.20.0
0.0.0.50
Nakotica Barrow

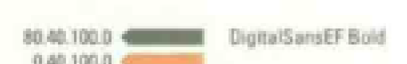

MONK
STUDIOS


0.100.80.0
80.50.0.0
DigitalSansEF Bold


MONKSTUDIOS


10.100.60.0
0.0.0.100
DigitalSansEF Bold


MONK
STUDIOS

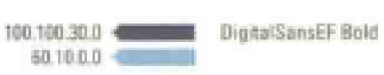

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DigitalSansEF Bold


MONKSTUDIOS


30.0.100.0
0.70.70.0
DigitalSansEF Bold

设计 | 林晶子







100.30.0.0
80.0.100.0
DigitalSansEF Bold





70.10.0.0
50.60.0.0
DigitalSansEF Bold



0.100.100.0
0.0.0.100
0.0.0.70
DigitalSansEF Bold



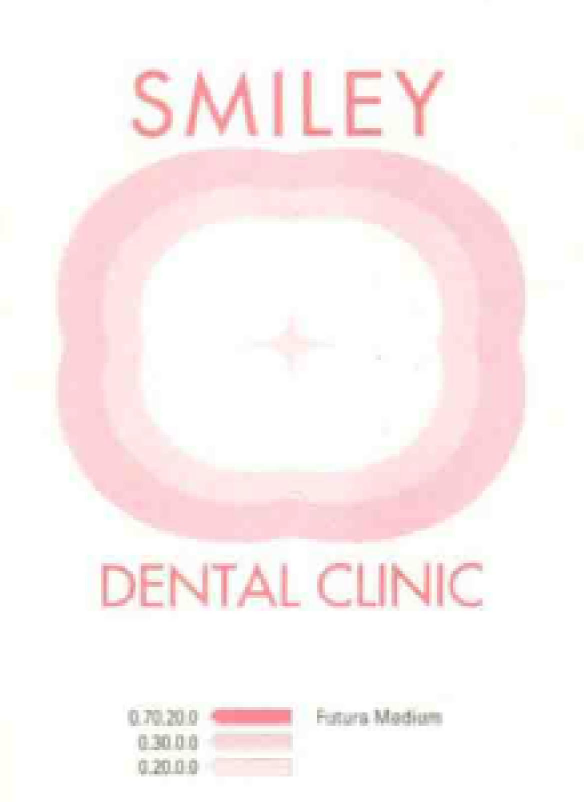
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DigitalSansEF Bold

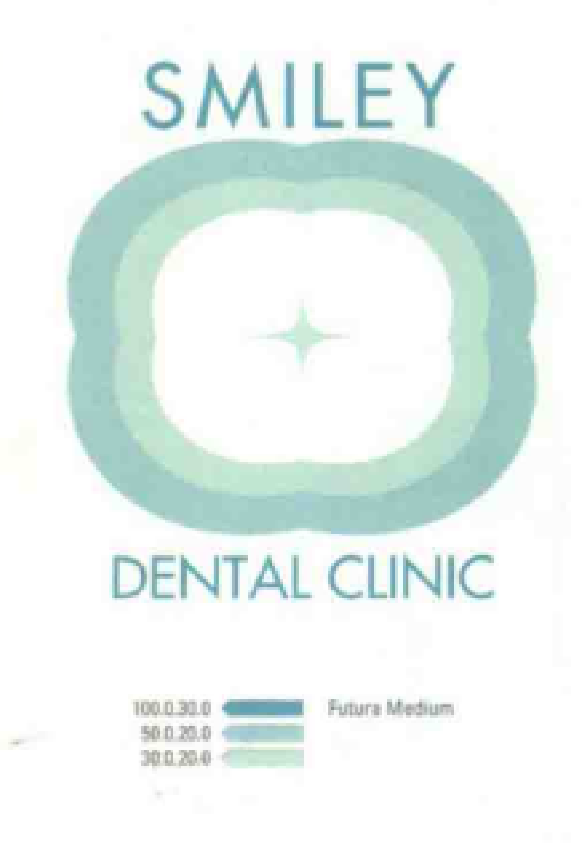


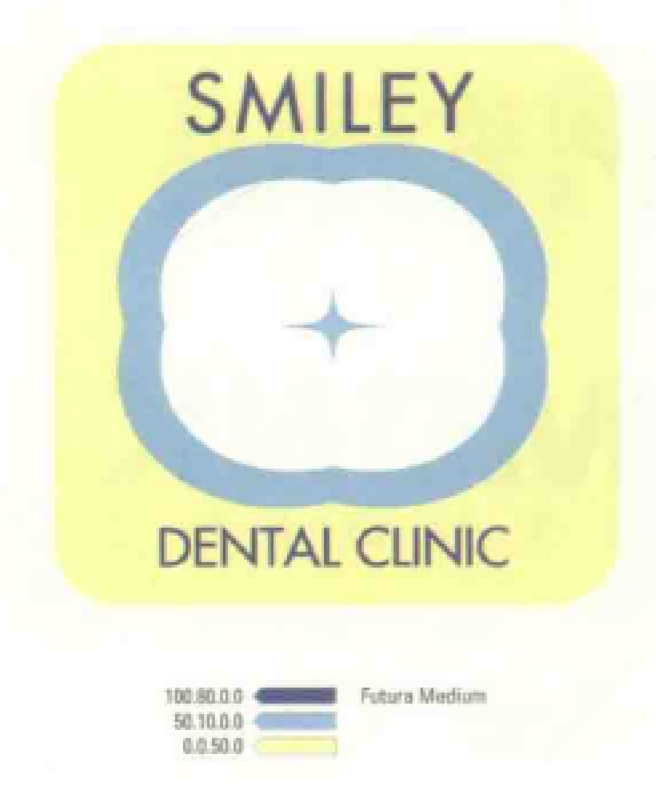
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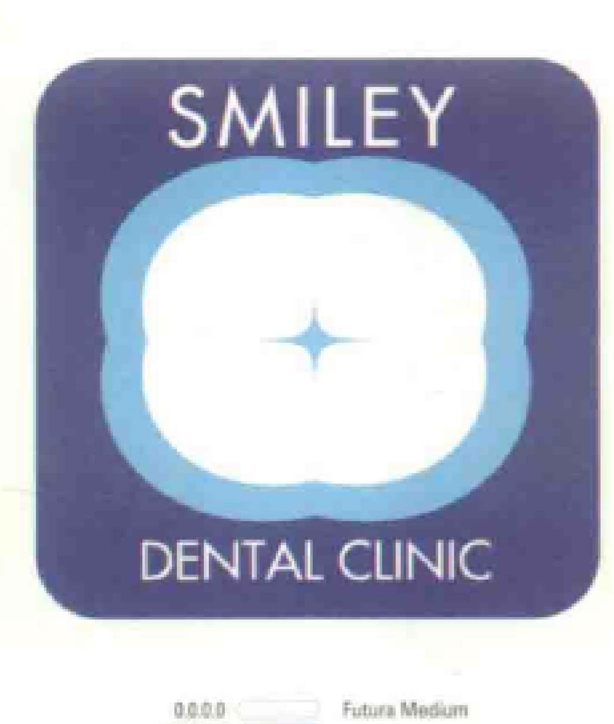
设计 | 林晶子


SMILEY
DENTAL CLINIC
100.30.0.0
70.0.0.0
50.0.0.0
Futura Medium


SMILEY
DENTAL CLINIC
0.70.20.0
0.30.0.0
0.20.0.0
Futura Medium


SMILEY
DENTAL CLINIC
100.0.30.0
50.0.20.0
30.0.20.0
Futura Medium


SMILEY
DENTAL CLINIC
100.80.0.0
50.10.0.0
0.0.50.0
Futura Medium


SMILEY
DENTAL CLINIC


0.0.0.0
60.0.0.0
90.70.0.0
Futura Medium


SMILEY
DENTAL CLINIC
0.0.0.0
25.0.30.0
0.30.40.0
Futura Medium

设计 | 林晶子







0.100.50.0 Futura Medium

60.70.60.0 Futura Medium

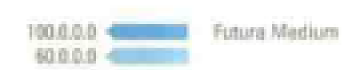
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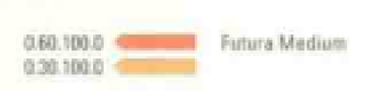












设计 | 林晶子


スマイル歯科医院
SMILE DENTAL CLINIC

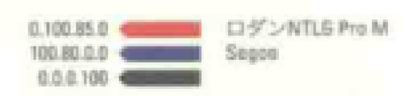

スマイル歯科医院
SMILE DENTAL CLINIC


60.0.25.0
100.60.30.0
新ゴ Pro L
小塚ゴシック Pro B


25.0.80.0
60.0.100.0
漢字タイポス415 Std R
小塚ゴシック Pro B


スマイル歯科医院
SMILE DENTAL CLINIC


スマイル歯科医院
SMILE DENTAL CLINIC


0.100.85.0
100.80.0.0
0.0.0.100
ロダンNTLS Pro M
Segoe


30.25.70.0
丸明Katura
Miso

设计 | 田中久美子



スマイル歯科医院
SMILE DENTAL CLINIC

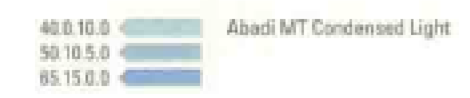




スマイル歯科
SMILE DENTAL CLINIC

スマイル歯科
SMILE DENTAL CLINIC













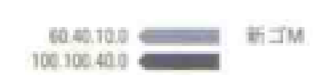
设计 | 田中久美子

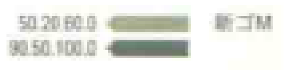


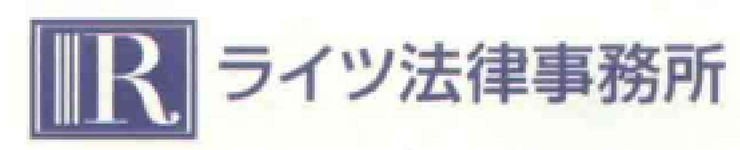


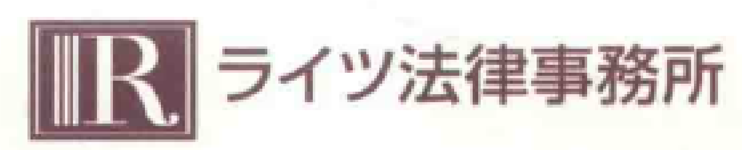






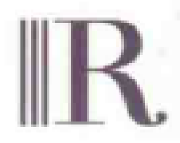




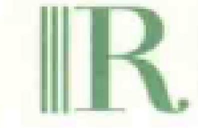




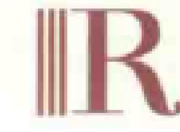
设计 | 林晶子



ライツ法律事務所
RIGHTS LAW FIRM



ライツ法律事務所
RIGHTS LAW FIRM



ライツ法律事務所
RIGHTS LAW FIRM

商业风格





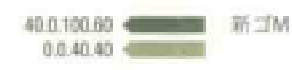
40.100.100.0 新ゴM
0.50.30.0 Bodoni Book







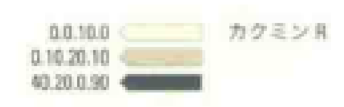






设计 | 林晶子

弁野法律事務所



弁野法律事務所



弁野法律事務所



弁野
法律事務所



弁野
法律事務所



弁野
法律事務所



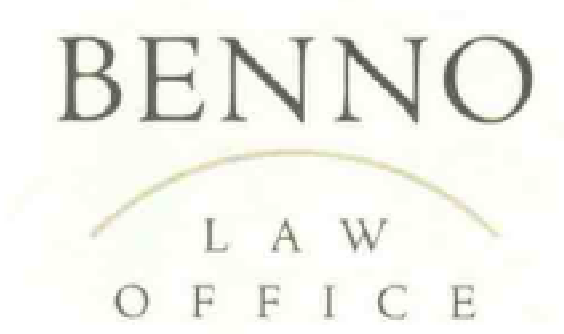
设计 | 杉江耕平



10.10.0.0
40.20.0.60
ITC New Baskerville Roman



10.0.0.20
40.20.0.90
Eurostile Condensed



0.10.20.10
0.40.40.90
Adobe Jenson Display



0.40.40.90
Sabon Roman



10.10.0.0
20.0.20.80
Antique Olive Bold Condensed



40.20.0.60
Garamond 3 Medium

设计 | 杉江耕平











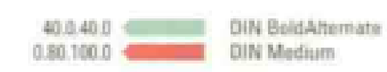
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0.30.60.0

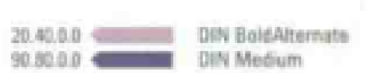












设计 | 林晶子

Global Language Service Global Language Service Global Language Service



Global Language Service

Global Language Service



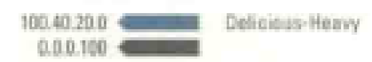


设计 | 林晶子


COTOBA
Translation Service


COTOBA
Translation Service


cotoba
Translation Service


100.40.20.0
0.0.0.100
Delicious-Heavy

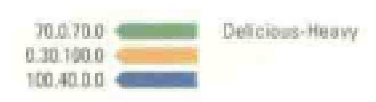

100.35.15.0
55.0.50.0
Myriad Hebrew Bold
Myriad Pro Semibold Condensed


0.0.0.100
60.0.75.0
CoreHumanistSans-Regular


COTOBA
Translation Service


COTOBA
Translation Service


COTOBA
Translation Service


70.0.70.0
0.30.100.0
100.40.0.0
Delicious-Heavy


100.100.70.0
30.30.45.0
Baskerville Bold


0.35.90.0
Orator Std Medium
Segoe Bold

设计 | 田中久美子









Gloucester MT Extra Condensed
Minion Regular



Orator Std
CoreHumanistSans-Regular



Orator Std
CoreHumanistSans-Regular





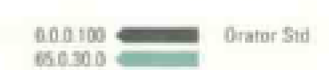




griffonage
Arial Narrow



Orator Std
CoreHumanistSans-Regular



Orator Std

设计 I 田中久美子


Wakaba
Wakaba
Wakaba
60.0.80.0
30.0.60.0
0.70.0.0
Sarina Regular
0.50.0.0
0.20.40.0
50.0.100.0
Sarina Regular
100.0.100.0
0.70.10.0
50.0.100.0
Sarina Regular


若葉女子学園
Wakaba


若葉女子学園
Wakaba


若葉女子学園
Wakaba


90.40.0.0
70.0.45.0
丸フォーク Pro B
Sarina Regular


0.90.50.0
60.0.100.0
丸フォーク Pro B
Sarina Regular


0.0.0.100
80.10.80.0
丸フォーク Pro B
Sarina Regular

设计 | 林晶子







70.0.100.0 丸フォーク Pro B
30.0.60.0









若葉女子学園
Wakaba Joshi Gakuen



若葉女子学園
Wakaba Joshi Gakuen







设计 | 林晶子



春風学院中等部

0.0.0.100
Desdemona
小塚ゴシック Pro Semibold
漢字タイポス415 Std R



春風学院中等部

100.60.80.0
0.15.55.0
60.100.100.0
Imprint MT Shadow
小塚ゴシック Pro Semibold
丸明Katura



春風学院中等部

100.90.25.0
35.0.70.0
30.0.0.0
100.55.0.0
Snell Roundhand
小塚ゴシック Pro Semibold
新ゴ Pro L



春風学院中等部
HARUKAZE JUNIOUR HIGH SCHOOL

0.0.0.100
新ゴ Pro M
新ゴ Pro L
Arial Narrow



春風学院中等部
HARUKAZE JUNIOUR HIGH SCHOOL

100.60.80.0
50.10.55.0
0.0.0.100
新ゴ Pro L
新ゴ Pro M
Arial Narrow



春風学院中等部
HARUKAZE JUNIOUR HIGH SCHOOL

100.100.60.0
35.15.0.0
新ゴ Pro L
新ゴ Pro M
Arial Narrow

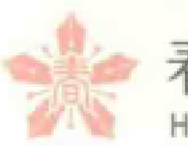
设计 | 田中久美子



春風学院中等部
HARUKAZE JUNIOUR HIGH SCHOOL



春風学院中等部
HARUKAZE JUNIOUR HIGH SCHOOL



春風学院中等部
HARUKAZE JUNIOUR HIGH SCHOOL





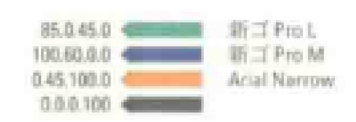


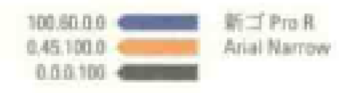










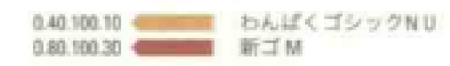


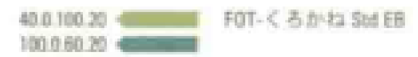
设计 | 田中久美子



ぼくらの保険相談







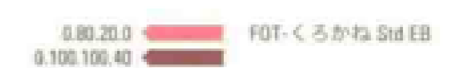














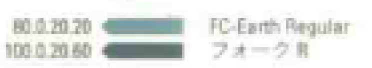
设计 | 杉江耕平

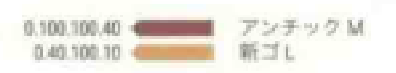
ぼくらの保険相談

ぼくらの保険相談

ぼくらの保険相談


0.80.100.30 ふい字P
40.0.100.20


80.0.20.20 FC-Earth Regular
100.0.20.60 フォーク R

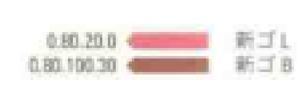

0.100.100.40 アンチック M
0.40.100.10 新ゴ L

ぼくらの保険相談





80.0.20.20 FOT-ニューシネマA Std D
100.0.20.60


0.80.20.0 新ゴ L
0.80.100.30 新ゴ B

40.0.100.20 丸アンチック R
100.0.60.20 ソフトゴシック R

设计 | 杉江耕平

保険サロン
My Hoken Room

保険サロン
My Hoken Room

90.50.0.0 Palatino Bold
ヒラギノ明朝 Pro W6

50.100.100.0 Palatino Bold
ヒラギノ明朝 Pro W6





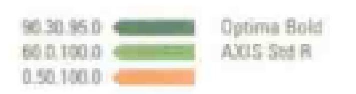
80.0.100.0 News Gothic Std Medium
ヒラギノ 丸ゴ Pro W4

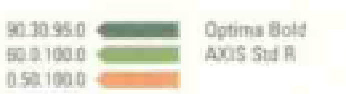
100.0.0.0 News Gothic Std Medium
0.0.0.50 ヒラギノ 丸ゴ Pro W4

设计 | 山田纯也


My Hoken Room
保険サロン

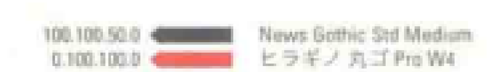

My Hoken Room
保険サロン

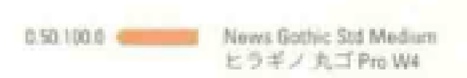

90.30.95.0
60.0.100.0
0.50.100.0
Optima Bold
AXIS Std R


90.30.95.0
60.0.100.0
0.50.100.0
Optima Bold
AXIS Std R


My Hoken Room
保険サロン

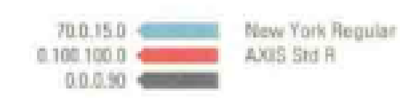

MY HOKEN ROOM

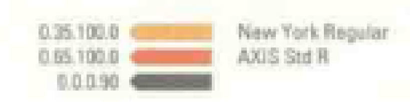

100.100.50.0
0.100.100.0
News Gothic Std Medium
ヒラギノ丸ゴ Pro W4


0.50.100.0
News Gothic Std Medium
ヒラギノ丸ゴ Pro W4


保険サロン
My Hoken Room


保険サロン
My Hoken Room


70.0.15.0
0.100.100.0
0.0.0.90
New York Regular
AXIS Std R


0.35.100.0
0.65.100.0
0.0.0.90
New York Regular
AXIS Std R

设计 | 山田纯也

商业风格


CONNECT PRESS
つ・な・が・り
CONNECT PRESS
つ・な・が・り
CONNECT PRESS
つ・な・が・り


100.100.0.0
0.40.80.0
40.0.0.0
Adobe Garamond Pro Bold Italic
こぶりなゴシック Std W6


60.20.100.0
80.50.0.0
10.0.100.0
Adobe Garamond Pro Bold Italic
こぶりなゴシック Std W6

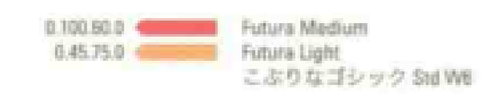

0.70.100.0
60.0.100.0
60.0.0.0
Adobe Garamond Pro Bold Italic
こぶりなゴシック Std W6


CONNECT-PRESS
つ・な・が・り


CONNECT-PRESS
つ・な・が・り


CONNECT-PRESS
つ・な・が・り


100.70.0.0
80.20.0.0
Futura Medium
Futura Light
こぶりなゴシック Std W6


0.100.60.0
0.45.75.0
Futura Medium
Futura Light
こぶりなゴシック Std W6


100.0.100.0
40.0.80.0
Futura Medium
Futura Light
こぶりなゴシック Std W6

设计 | 林晶子

つながり
TSU・NA・GA・RI







100.60.30.0
70.0.20.0
20.20.100.0
毎日新聞明朝 Pro L
AG Old Face Bold









设计 | 林晶子

0.0.0.0 秀英初号明朝 H
20.0.10.80

0.20.40.0 ゴシックMB101 U
0.50.50.70 ゴシックMB101 R

0.10.60.0 新ゴ M
40.20.0.60 新ゴ L



0.20.100.0 FOT-ラグランパンチ Std UB
40.20.0.80

0.20.100.0 光朝
20.0.40.60

40.0.0.0 フォーク R
0.60.100.20 フォーク M
0.50.50.70

设计 | 杉江耕平

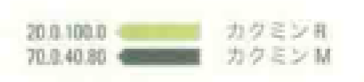
翔翔社報



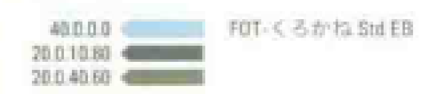
翔翔社報



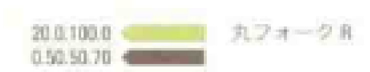
翔翔
社報



翔翔社報



翔翔社報



翔翔社報



设计 | 杉江耕平

STEP
NEXT.

0.0.0.100 Helvetica

STEP
NEXT. >

0.0.0.100 Helvetica

STEP,NEXT.

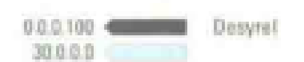
0.0.0.70 Helvetica
0.100.100.0

STEP,NEXT.

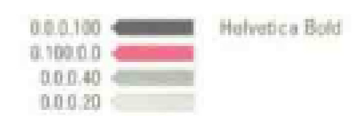




Think about the future.



Moving go on.



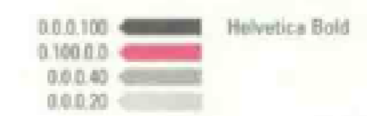
Your Dream
with
Our Solution





90.30.60.30 Desyrel

Mooving go on.



Your Dream
with **Our Solution**




Global Network
MITSUBOSHI GROUP


Global Network
MITSUBOSHI GROUP


Global Network
MITSUBOSHI GROUP


100.45.0.50
0.80.100.0
0.0.0.70
Arial Narrow Regular
Arial Regular


100.45.0.50
70.30.0.0
0.0.0.50
Arial Narrow Regular
Arial Regular


100.45.0.50
40.0.0.25
0.100.100.0
Arial Narrow Regular
Arial Regular


Global Network
MITSUBOSHI
GROUP


Global Network
MITSUBOSHI
GROUP


Global Network
MITSUBOSHI
GROUP


100.0.45.0
Handel Gothic BT Regular
Helvetica Regular


30.30.60.0
Helvetica Black
Helvetica Bold


45.100.100.0
0.0.0.100
Handel Gothic BT Regular
Helvetica Regular

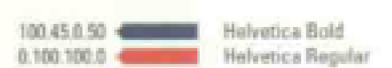
设计 | 山田纯也


Global Network
MITSUBOSHI
GROUP


Global Network
MITSUBOSHI
GROUP


GLOBAL NETWORK
MITSUBOSHI
GROUP


100.45.0.50
0.65.85.0
Helvetica Oblique
Helvetica Regular


100.45.0.50
0.100.100.0
Helvetica Bold
Helvetica Regular


0.40.100.0
0.0.0.70
Helvetica Black
Helvetica Bold


Global Network
MITSUBOSHI GROUP


Global Network
MITSUBOSHI
GROUP

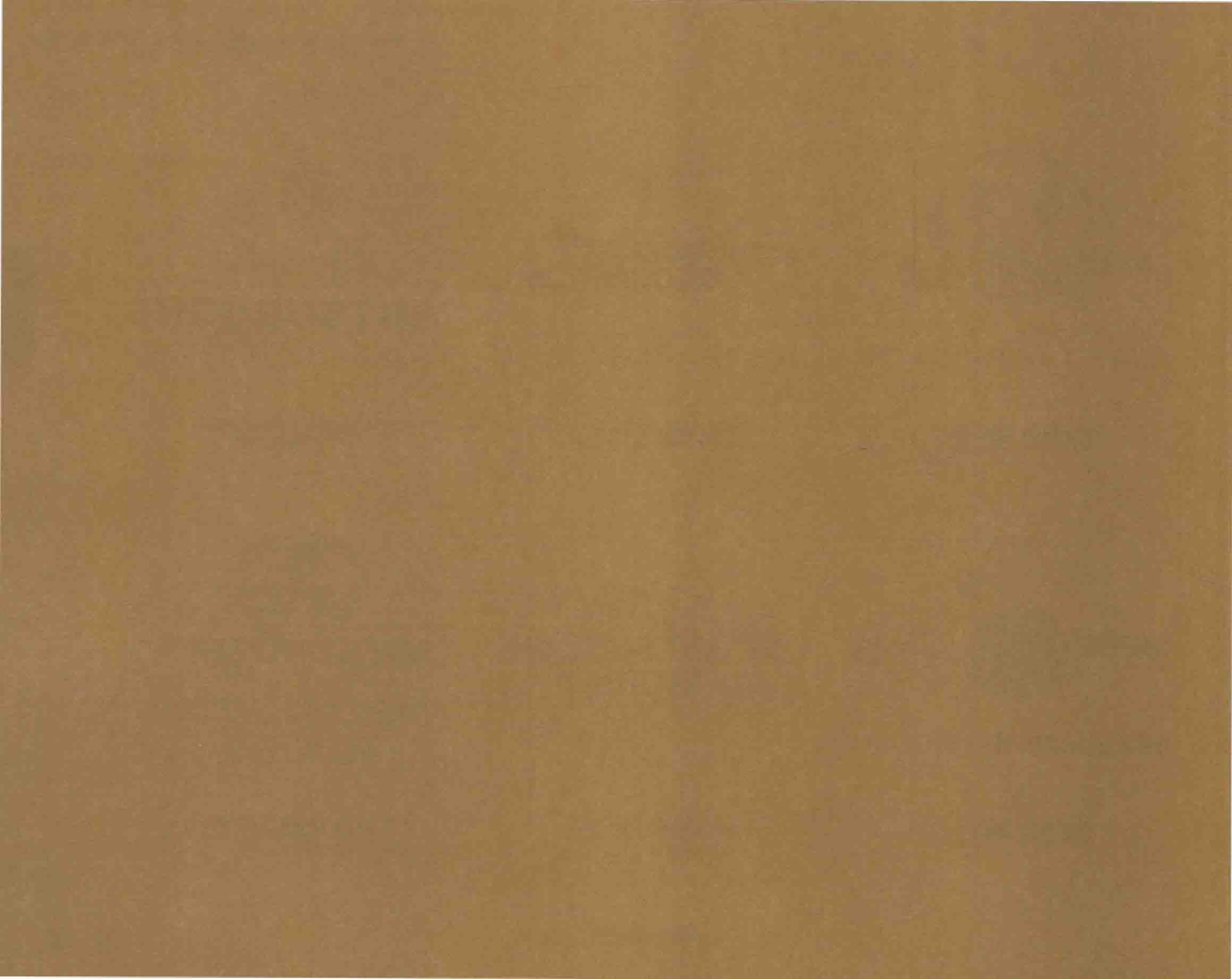

Global Network
MITSUBOSHI
GROUP


85.0.15.0
0.0.0.70
Handel Gothic BT Regular
Helvetica Neue 53 Extended


45.100.100.0
0.90.85.0
0.35.85.0
Helvetica Bold
Helvetica Regular


60.0.100.0
60.0.0.0
0.0.0.80
Handel Gothic BT Regular
Helvetica Neue 53 Extended

设计 | 山田纯也



DG

03

Conservative Design

保守风格

传统 · 高贵 · 优雅


雨だれ
JEWELRY
AMADARE


雨だれ
JEWELRY
AMADARE


50.20.0.0
40.60.0.0
リュウミン Pro BKL
秀英5号 Std B
Trajan Pro Regular


20.0.60.0
80.30.30.0
リュウミン Pro BKL
秀英5号 Std B
Trajan Pro Regular


雨だれ
JEWELRY
AMADARE


20.80.20.0
100.25.0.0
リュウミン Pro BKL
秀英5号 Std B
Trajan Pro Regular

设计 | 林晶子

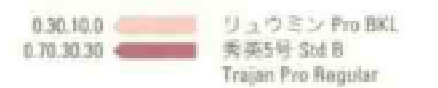


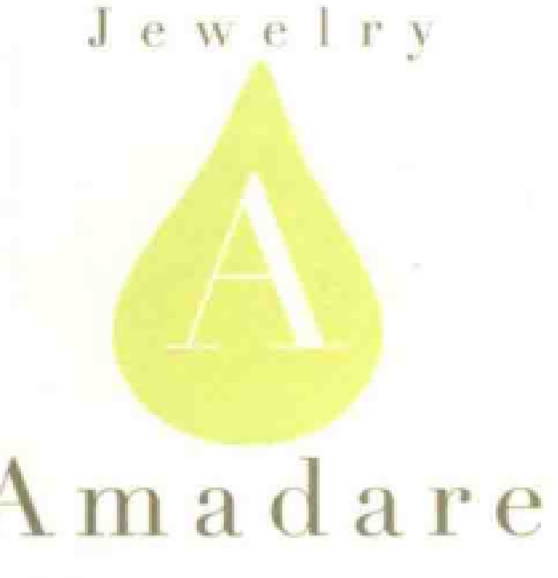


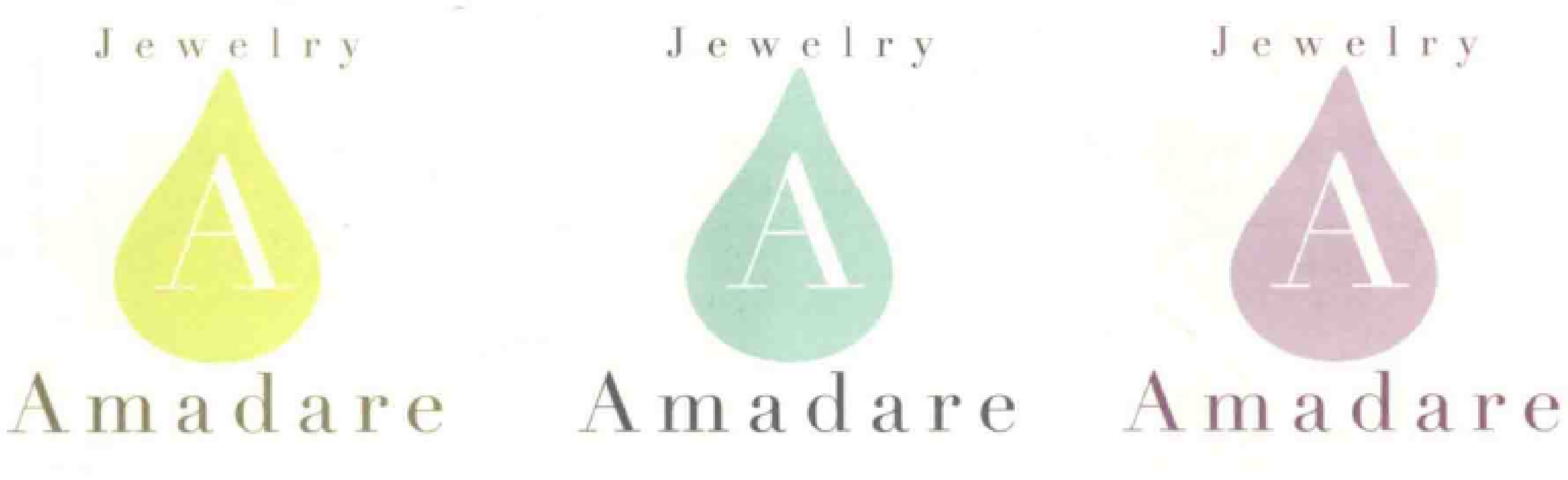


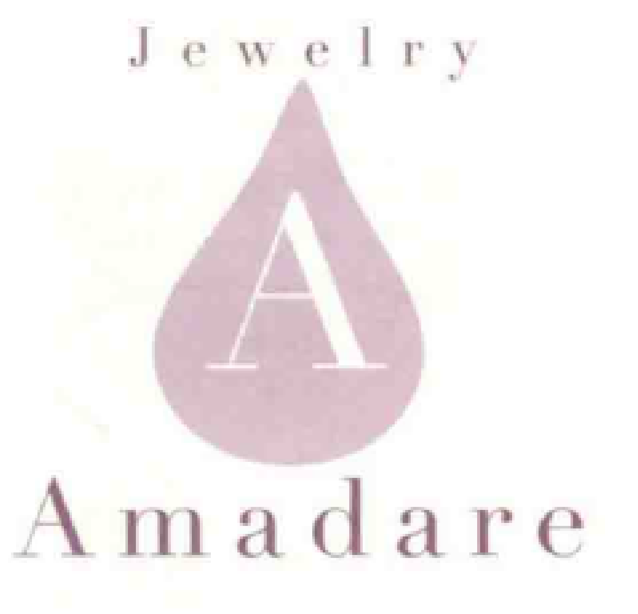












10.0.75.0
0.20.75.55
Didot Regular

40.0.20.0
100.100.40.0
Didot Regular

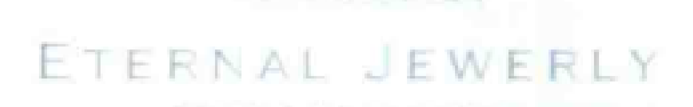
20.30.0.0
60.90.0.0
Didot Regular

保守风格

设计 | 林晶子



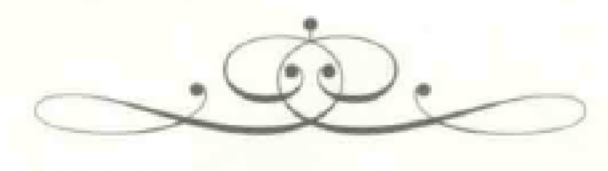












ETERNAL JEWERLY

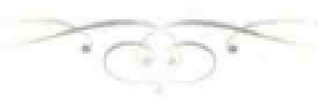
EXTRA FINE PLATINUM





ETERNAL JEWERLY

EXTRA FINE PLATINUM





0.0.0.100 Trajan Pro Bold
Copperplate Gothic Light

0.0.0.100 Copperplate Gothic Light
0.0.0.55



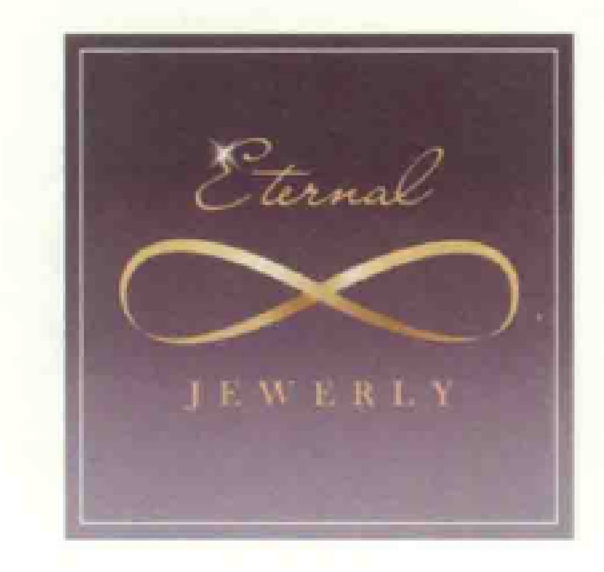
设计 | 田中久美子



0.0.0.40 Trajan Pro
0.0.0.55 Baskerville Old Face

ETERNAL
JEWERLY

0.0.0.40 Trajan Pro
70.20.20.0 Baskerville Old Face











0.0.0.100 Trajan Pro Bold
Copperplate Gothic Light

0.0.0.100 Trajan Pro Bold
Copperplate Gothic Light

0.0.0.100 Trajan Pro Bold
0.25.80.0 Copperplate Gothic Light

设计 I 田中久美子


MNz
menswear


MИZ
mens


mnz
mens


100.0.0.60
0.80.80.80
Garamond 3 Medium


0.0.0.100
100.0.0.0
Antique Olive Nord
Garamond 3 Medium


40.20.0.80
0.60.100.0
Bodoni Roman
Citizen Bold


MNZ
mens


MNZ
menswear


MENSWEAR
MNZ


60.60.0.0
0.0.0.100
Eordeoghlakat
Clarendon Light


40.20.0.80
100.0.0.0
Variex Light
Gill Sans Regular

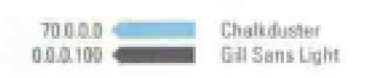

0.80.100.0
Crass

设计 | 杉江耕平

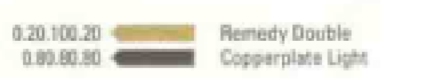

MNZ
menswear


MNZ
M E N S


MNZ
MENSWEAR


70.0.0.0 Chalkduster
0.0.0.100 Gill Sans Light

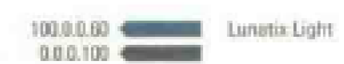

0.80.80.80 NotCaslon One
Citizen Light

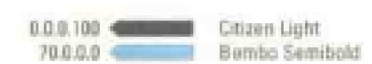

0.20.100.20 Remedy Double
0.80.80.80 Copperplate Light


MNZ
mens


MNZ
menswear


mens


100.0.0.60 Lunatix Light
0.0.0.100


0.0.0.100 Citizen Light
70.0.0.0 Bembo Semibold


0.80.100.0 PixieFont
0.0.0.100 Magnet

设计 | 杉江耕平







0.0.0.70 Baskerville Semibold
Folio Light BT

25.55.65.0 Baskerville Semibold Italic
Folio Light BT

45.100.90.10 Baskerville Bold
Folio Light BT







0.0.0.100 Baskerville Semibold
15.20.60.0 Baskerville Regular

90.70.100.30 Baskerville Bold Italic
Folio Light BT

45.100.90.10 Baskerville Semibold
0.10.15.0 Folio Light BT

设计 | 山田纯也











30.20.45.0 Baskerville Semibold
65.70.70.30 Folio Light BT







10.30.90.0 Lucida Grande Bold
100.65.30.0 Lucida Grande Regular





保守风格

设计 | 山田纯也


ROYAL
TRAVEL


ROYAL
TRAVEL


ROYAL
TRAVEL


0.0.0.100
0.0.0.50
Century Gothic


50.60.80.0
Century Gothic

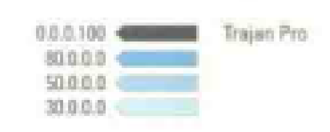

50.60.80.0
80.80.30.0
Century Gothic

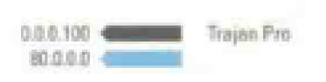

DIAMOND
TOUR


DIAMOND TOUR


DIAMOND
TOUR


0.0.0.100
0.0.0.40
COM4t Ongac Script

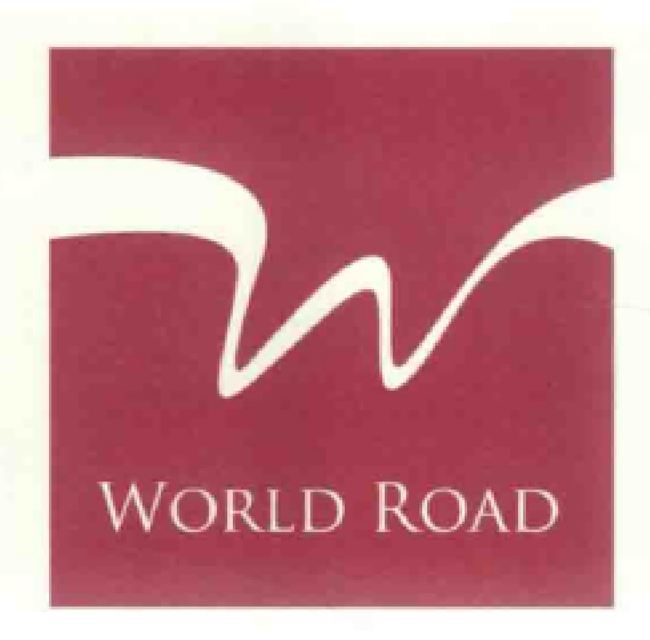

0.0.0.100
80.0.0.0
50.0.0.0
30.0.0.0
Trajan Pro


0.0.0.100
80.0.0.0
Trajan Pro

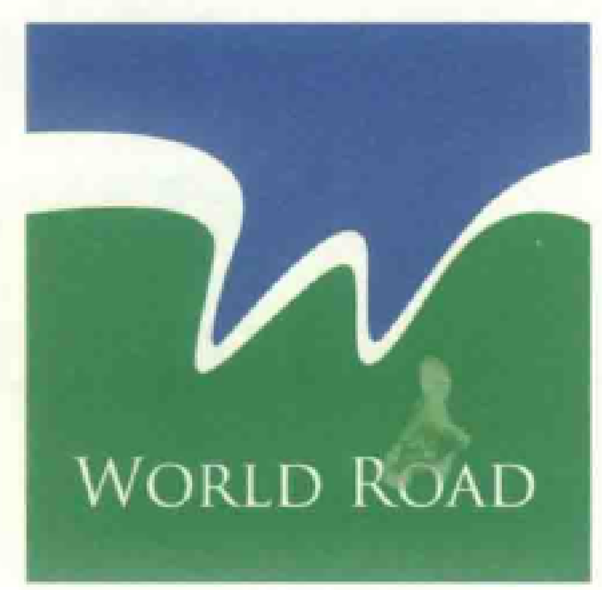
设计 | 原弘始

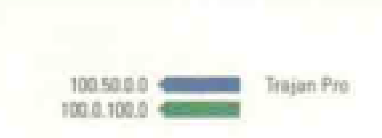


100.100.50.0 Trajan Pro



30.100.30.10 Trajan Pro







50.100.0.0 Trajan Pro

21
WORLD
TRAVELER

100.30.80.0 Trajan Pro

21
WORLD
TRAVELER







25.35.70.0 Bordeaux Roman Bold LET Plain:1.0
0.0.0.100

75.15.20.0 Bordeaux Roman Bold LET Plain:1.0



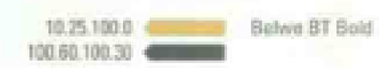




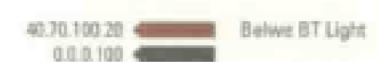
40.100.90.0 Belwe BT Medium

设计 | 山田纯也











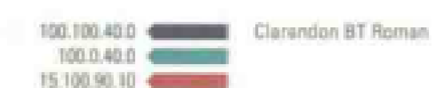
100.100.45.0 Georgia Bold
New York Regular

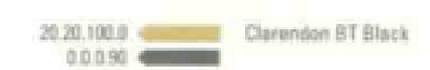
SUPERIOR TRAVEL

20.40.100.30 Futura Medium BT









保守风格

设计 | 山田纯也











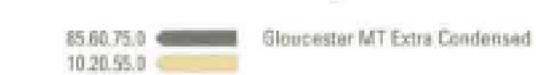








0.0.0.100 Gloucester MT Extra Condensed





设计 | 田中久美子



















45.0.20.0 Cochin
Gloucester MT Extra Condensed
Copperplate Regular

0.25.25.0 Cochin
Gloucester MT Extra Condensed
Copperplate Regular

15.15.30.0
80.100.75.0
Cochin
Gloucester MT Extra Condensed
Copperplate Regular

设计 | 田中久美子















20.40.0.80 ITC Bauhaus Demi
ITC Bauhaus Light



0.40.100.20 University Roman
70.0.40.70 ITC New Baskerville Roman



0.80.100.20 Citizen Light

设计 | 杉江耕平



















20.40.0.80 Variex Regular

80.0.0.90 Clarendon Light

0.80.100.20 Adobe Jenson Regular

保守风格

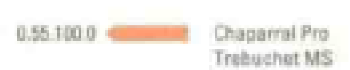
设计 | 杉江耕平

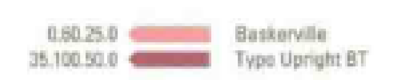

patisserie
CAKE BAKE


patisserie
CAKE BAKE


patisserie
Cake
Bake


0.0.0.100
Baskerville
Lucida Fax


0.55.100.0
Chaparral Pro
Trebuchet MS

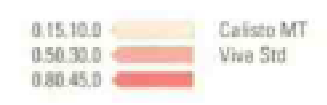

0.60.25.0
35.100.50.0
Baskerville
Typo Upright BT

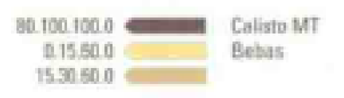

patisserie CAKE/BAKE


patisserie CAKE/BAKE


patisserie CAKE/BAKE


0.0.0.100
Calisto MT
Chaparral Pro Bold


0.15.10.0
0.50.30.0
0.80.45.0
Calisto MT
Viva Std

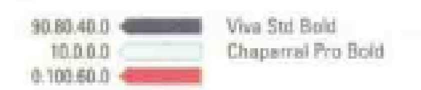

80.100.100.0
0.15.60.0
15.30.60.0
Calisto MT
Bebas

设计 I 田中久美子













保守风格



0.0.0.100 Baskerville
Bebas

70.100.40.0 Baskerville
LainieDaySH

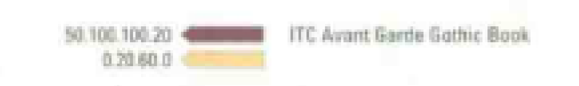
0.0.0.100 Baskerville
0.100.70.0 Typo Upright BT
100.45.0.0

设计 | 田中久美子


Pâtisserie
SucreBlanc


0.20.10.0
0.90.0.90
ITC Avant Garde Gothic Book


25.45.100.80
50.20.100.0
ITC Avant Garde Gothic Book


50.100.100.20
0.20.60.0
ITC Avant Garde Gothic Book


Pâtisserie
SucreBlanc


Pâtisserie
SucreBlanc


0.70.10.0
30.0.15.0
ITC Avant Garde Gothic Book
0.0.70.0
20.50.0.0
ITC Avant Garde Gothic Book


25.0.70.0
60.70.100.0
ITC Avant Garde Gothic Book

设计 | 林晶子


Pâtisserie
SucreBlanc


Pâtisserie
SucreBlanc


Pâtisserie
SucreBlanc


80.30.0.0
40.0.0.0
ITC Avant Garde Gothic Book

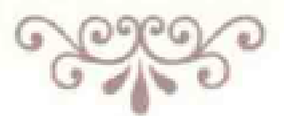

20.55.0.0
100.100.50.0
ITC Avant Garde Gothic Book


50.70.100.0
20.0.70.0
ITC Avant Garde Gothic Book


Pâtisserie
SucreBlanc


Pâtisserie
SucreBlanc


Pâtisserie
SucreBlanc






0.50.80.30
0.30.60.0
ITC Avant Garde Gothic Book


70.0.60.0
30.0.60.0
ITC Avant Garde Gothic Book


60.100.0.0
0.40.0.40
ITC Avant Garde Gothic Book

设计 | 林晶子











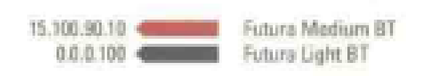
50.90.100.70 Bodoni Bold BT
Bodoni Book BT













设计 | 山田纯也











20.40.90.0 Folio Extra Bold BT
40.70.100.50 Futura Light BT







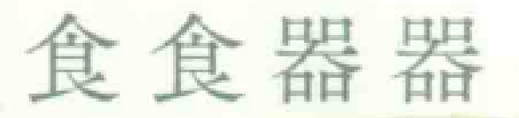
90.50.95.30 Folio Bold Condensed BT
Folio Light BT

0.30.80.0 Amazone BT
0.0.0.100 Folio Light BT

0.100.100.0 Amazone BT
Futura Medium Italic BT

设计 | 山田纯也

食食器器



10.0.20.20
60.0.40.40
FOT-筑紫オールド明朝 Pro R

食食器器

0.40.40.10
0.60.60.90
FOT-くろかね Std EB



20.0.0.10
40.0.10.80
教科書ICA R

食食器器

0.10.20.0
20.0.60.80
FOT-コミックレゲエ Std B

食食器器

20.10.0.0
20.30.40.60
光朝

食食器器

0.40.40.60
カクミン R

设计 | 杉江耕平

食食器器

食食器器



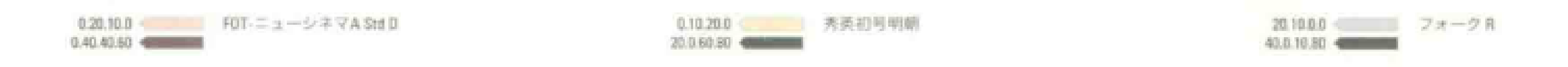


保守风格

食食器器

食食器器





设计 | 杉江耕平

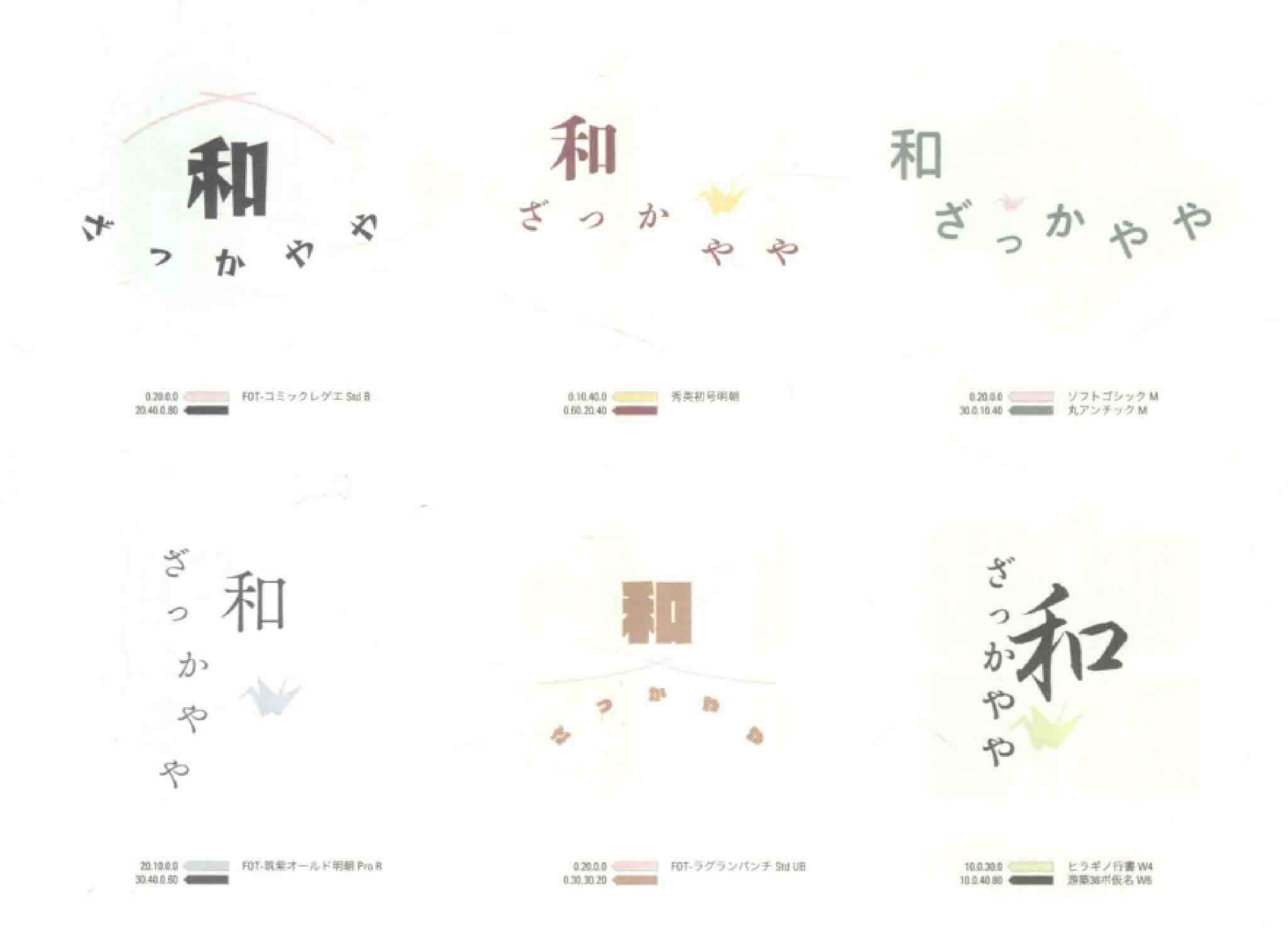


和
ざっかやや
10.20.10.0
0.60.60.80
さむらい
和
ざっか
やや
20.10.0.0
40.20.0.60
秀英明朝 B
秀英5号 B
和
ざっか
やや
20.0.10.0
20.0.10.60
ハルクラフト



和
ざっかやや
0.10.10.40
0.10.20.80
新ゴL
タイプラボN L
和
ざっかやや
10.0.30.0
20.0.40.20
FOT-花風なごみ Std B
和
ざっか
やや
0.20.0.0
0.30.10.60
教科書ICA R

设计 | 杉江耕平


和
ざっかやや
0.20.0.0
20.40.0.80
FOT-コミックレゲエ Std B
和
ざっかやや
0.10.40.0
0.60.20.40
秀英初号明朝
和
ざっかやや
0.20.0.0
30.0.10.40
ソフトゴシック M
丸アンチック M
ざっかやや
和
20.10.0.0
30.40.0.60
FOT-筑紫オールド明朝 Pro R
和
ざっかやや
0.20.0.0
0.30.30.20
FOT-ラグランパンチ Std UB
ざっかやや
和
10.0.30.0
10.0.40.80
ヒラギノ行書 W4
游築36ポ仮名 W6

设计 | 杉江耕平


和雑貨の店
四条堂
60.45.100.0
ヒラギノ明朝 Pro W3
四条堂
和雑貨
60.100.50.0
ヒラギノ明朝 Pro W3
四条堂
和雑貨
100.95.60.0
ヒラギノ明朝 Pro W3
和雑貨
四
堂
条
0.65.45.0
5.95.100.0
85.100.55.15
ヒラギノ明朝 Pro W3
和雑貨
四
堂
条
60.90.60.0
50.40.100.0
20.85.100.0
ヒラギノ明朝 Pro W3
和雑貨
四
堂
条
50.60.70.40
ヒラギノ明朝 Pro W3

设计 | 山田纯也

四条堂
和雑貨

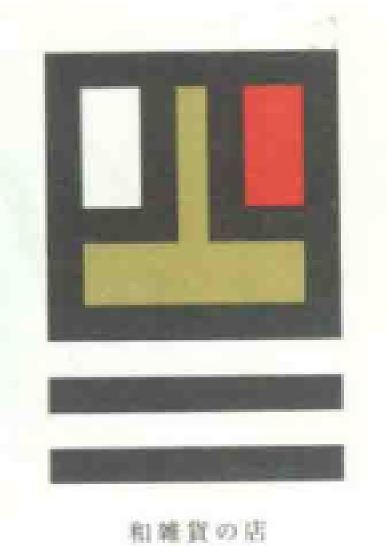
0.0.20.90
0.0.20.70
0.0.20.50
ヒラギノ明朝 Pro W3

四条堂
和雑貨

80.45.100.0
ヒラギノ明朝 Pro W3

四条堂
和雑貨

35.40.100.0
20.100.100.0
ヒラギノ明朝 Pro W3

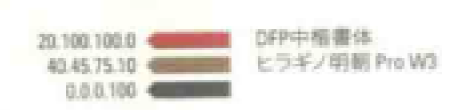


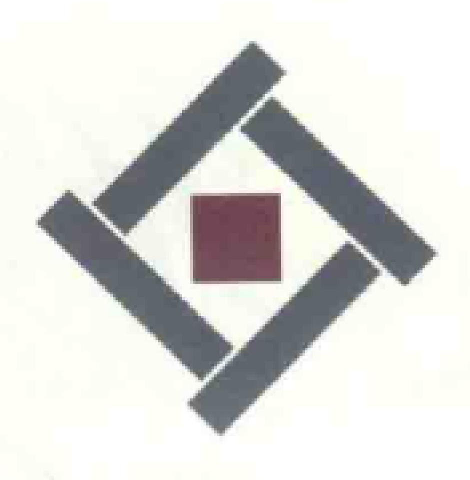






和雑貨の店
四条堂





和雑貨の店
四条堂

65.100.45.0
90.60.40.0
0.0.0.100
DFP中楷書体
ヒラギノ明朝 Pro W3

设计 | 山田纯也

The HERITAGE The HERITAGE The HERITAGE



















设计 | 林晶子



70.0.60.0 Helvetica Light
90.60.100.40 Nuptial Script Medium

50.20.0.0 Helvetica Light
100.90.50.0 Nuptial Script Medium

10.60.0.20 Helvetica Light
50.100.40.50 Nuptial Script Medium

THE HERITAGE THE HERITAGE THE HERITAGE

80.70.0.0 Helvetica Neue LT Std 55 Roman
30.20.0.0 Birch Std Regular

0.60.60.0 Helvetica Neue LT Std 55 Roman
40.100.100.20 Birch Std Regular

35.60.100.0 Helvetica Neue LT Std 55 Roman
0.30.70.0 Birch Std Regular

设计丨林晶子



ロイヤルコレクション プレミアム

ROYAL COLLECTION

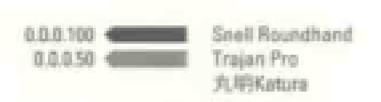
Premium



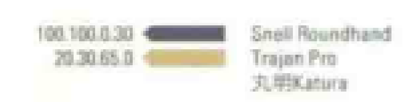








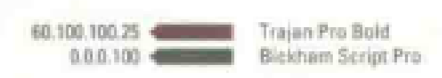




设计 | 田中久美子



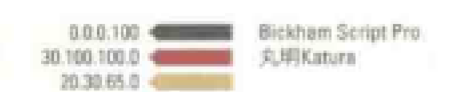


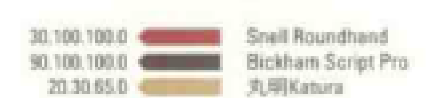








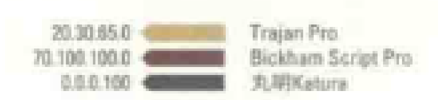












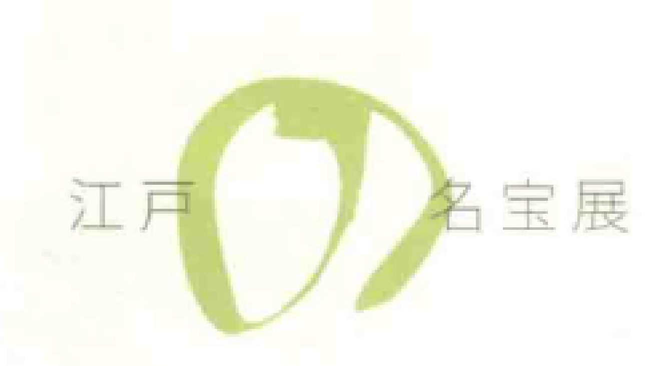
保守风格

设计 | 田中久美子

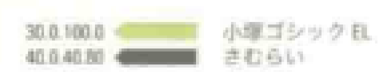

江戸の名宝展
40.0.0.50
20.0.0.90
FOT-筑紫オールド明朝 Pro R
江戸の名宝展
0.30.10.0
0.80.60.60
こぶりなゴシック W1
游築36ポ仮名 W3
江戸の
名宝展
40.0.10.0
0.0.40.90
カクミン R
江戸の名宝展
0.20.60.0
20.40.0.60
フォーク R
江戸の名宝展
10.20.0.0
50.40.0.40
教科書ICA R
江戸の名宝展
20.0.60.0
60.60.0.40
FOT-くろかね Std EB R

设计 I 杉江耕平


江戸の
名宝展


江戸の名宝展

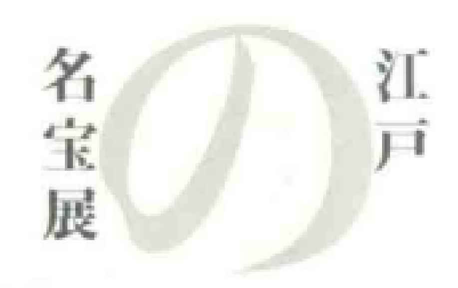

0.40.20.0
30.0.20.80
ハルクラフト


30.0.100.0
40.0.40.80
小塚ゴシック EL
さむらい

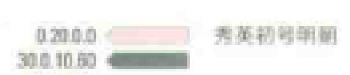

江戸の
名宝展


10.10.20.0
0.80.60.80
ヒラギノ行書 W4
秀英5号 L


江戸の
名宝展


江戸
の
名宝展


江　戸
の
名　宝　展


0.20.0.0
30.0.10.60
秀英初号明朝


20.10.10.0
40.0.0.90
光朝

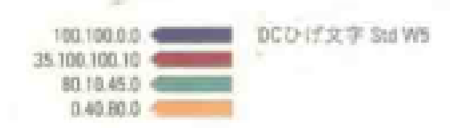

10.10.0.0
20.20.0.80
ヒラギノ角ゴオールド W9
秀英初号明朝

设计 | 杉江耕平


あかね町内会
どんどん祭り


0.0.0.100
DCひげ文字 Std W5


あかね町内会
どんどん祭り


100.100.0.0
35.100.100.10
80.10.45.0
0.40.80.0
DCひげ文字 Std W5


あかね町内会
どんどん祭り
0.0.0.100
0.100.100.0
35.100.100.0
0.0.100.0
DCひげ文字 Std W5


あかね町内会
どんどん祭り
0.0.0.100
0.100.100.0
35.100.100.0
DCひげ文字 Std W5

设计 | 田中久美子

あかね町内会
どんどん祭り

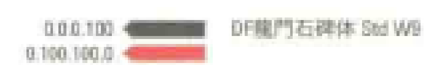


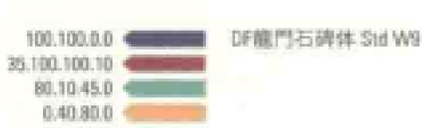


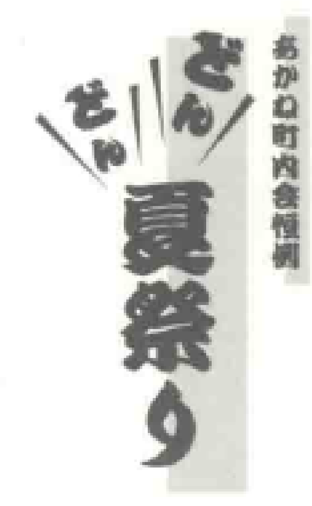
















100.65.80.0
25.100.100.0
100.80.0.0
DC寄席文字 Std W7
DC籠文字 Std W12

设计 I 田中久美子

保守风格

花のエレガンス

10.10.40.0 A1明朝
0.60.10.0

花のエレガンス

0.40.60.0 新ゴ M
50.0.70.0 わんぱくゴN M

花のエレガンス

0.20.60.0 ソフトゴシック R
60.0.0.0 丸アンチック R

花のエレガンス

0.20.0.0 カクミン R
80.60.0.0

花のエレガンス

20.10.0.0 FOT-筑紫オールド明朝 Pro R
0.60.40.20

花のエレガンス

0.20.30.0 FOT-ニューシネマA Std D
0.20.20.60

设计 | 杉江耕平

花のエレガンス

0.10.40.0 / 50.0.0.10

FOT-花風なごみ Std B

花のエレガンス

10.0.10.0 / 60.50.0.0

フォーク M

花のエレガンス

20.0.100.0 / 0.80.60.20

秀英明朝 L

花のエレガンス

30.0.0.0 / 0.40.30.0

FOT-ロダンマリア Pro EB

花のエレガンス

10.0.70.0 / 40.0.60.20

タカハンド B

花のエレガンス

0.10.60.0 / 40.40.0.0

秀英明朝 R

秀英5号 R

设计 | 杉江耕平

女神たちの憂鬱

0.0.0.100　DCクリスタル Std W5

女神たちの憂鬱

10.25.80.0　DCクリスタル Std W5
75.85.80.0

女神たちの憂鬱

0.0.0.100　太ミンA101 Pro Bold



0.0.0.100　太ミンA101 Pro Bold
100.85.0.0
35.100.100.0

设计 | 田中久美子



0.0.0.100 Birch Std
0.0.0.25 DF金文体 Std W3



10.50.0.0 Birch Std
30.30.0.0 DF金文体 Std W3



0.0.0.100 丸明Katura
Bickham Script Pro



35.35.40.0 丸明Katura
65.85.60.0 Bickham Script Pro

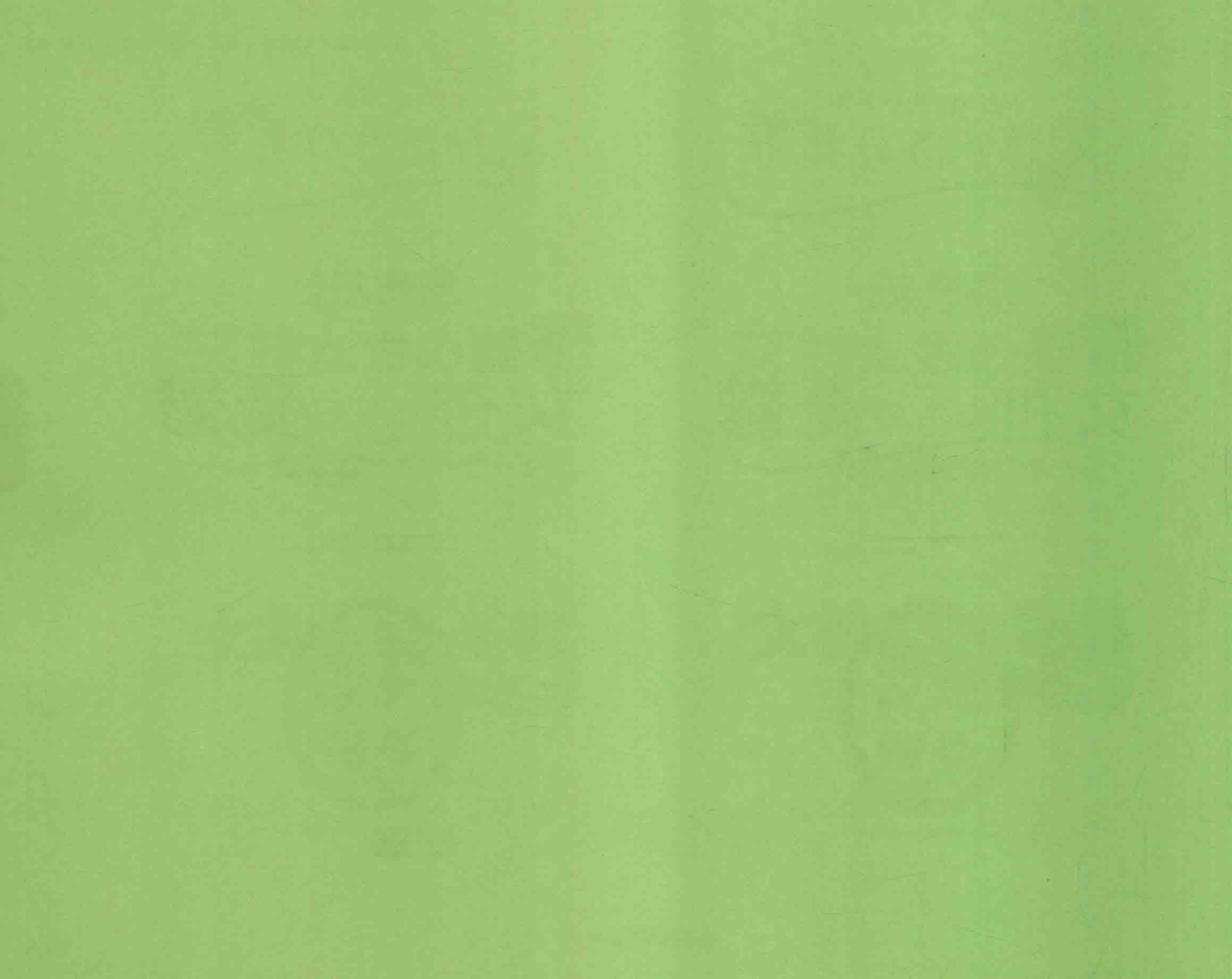


0.0.0.100 はんなり明朝



45.45.50.0 はんなり明朝
60.100.50.0
100.60.80.0

设计 | 田中久美子



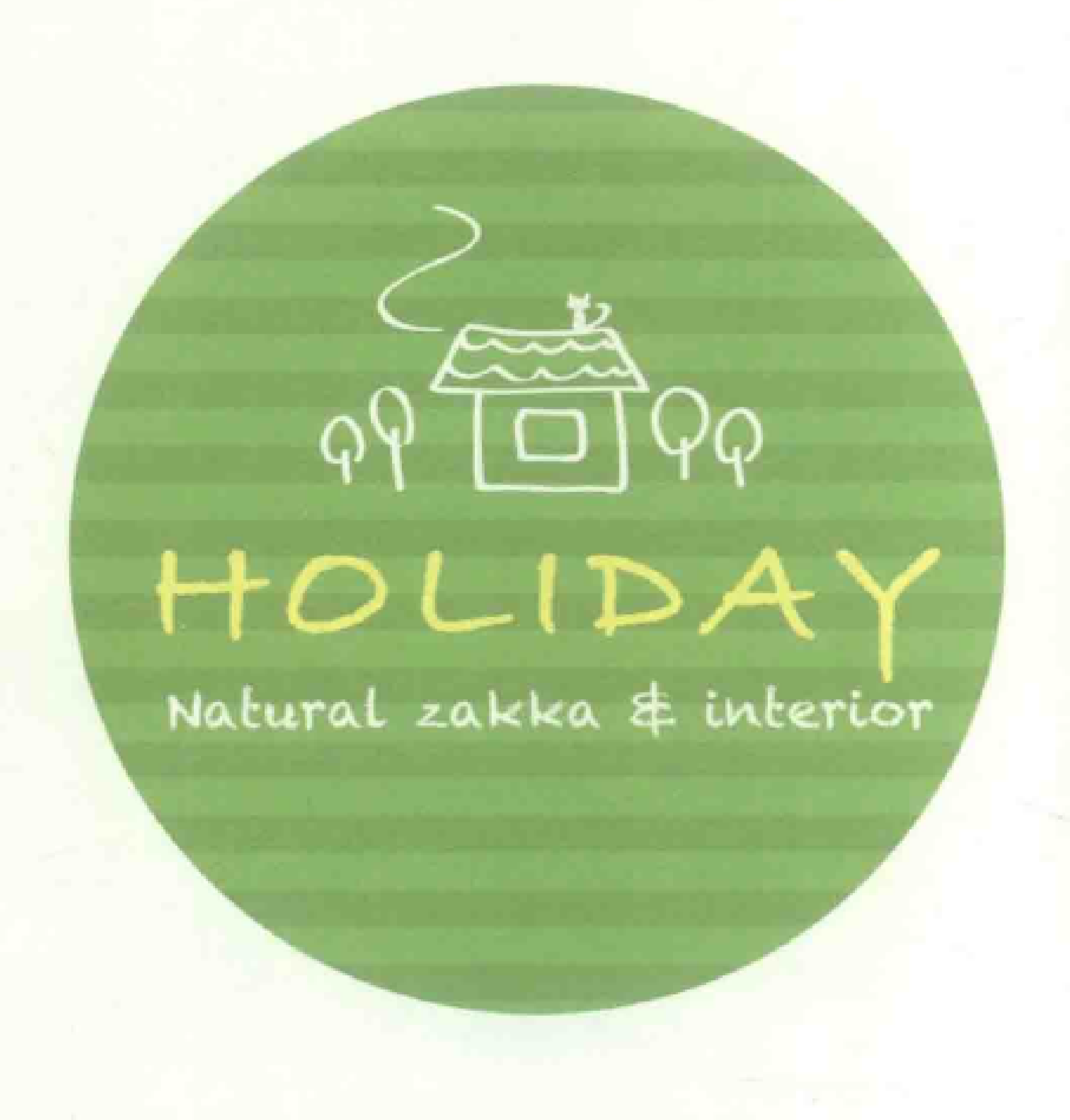
DG

04

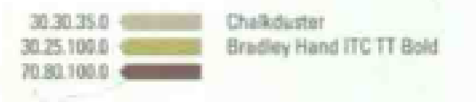
Natural Design

自然风格

女性化 · 柔和 · 环保


HOLIDAY
Natural zakka & interior
50.0.80.0
0.0.65.0
Chalkduster
Bradley Hand ITC TT Bold


Natural zakka & interior
HOLIDAY


30.30.35.0
30.25.100.0
70.80.100.0
Chalkduster
Bradley Hand ITC TT Bold


Natural zakka & Fashion
HOLIDAY


0.0.10.10
0.90.100.0
70.75.70.0
Chalkduster

设计 | 田中久美子

Natural zakka & interior
Holiday

Natural zakka & interior
Holiday



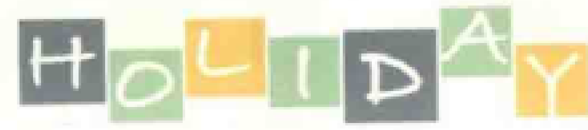




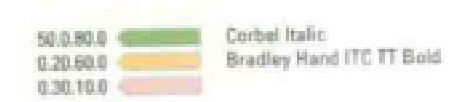
75.45.35.0
15.15.60.0
Chalkduster
Bookman Old Style Bold

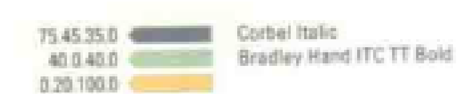
自然风格

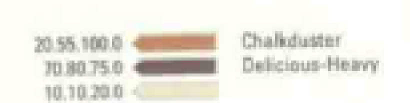












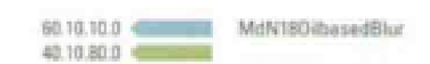

Natrl
Natural Shop


NATRL
NATURAL SHOP


natrl
NATURAL SHOP


30.0.60.0
0.20.80.40
Variex Light

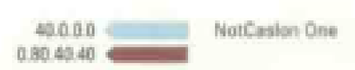

0.40.100.30
60.0.40.40
MdN45BlurStamp


60.10.10.0
40.10.80.0
MdN18OilbasedBlur


NATRL
NATURAL SHOP


NATRL
NATURAL SHOP

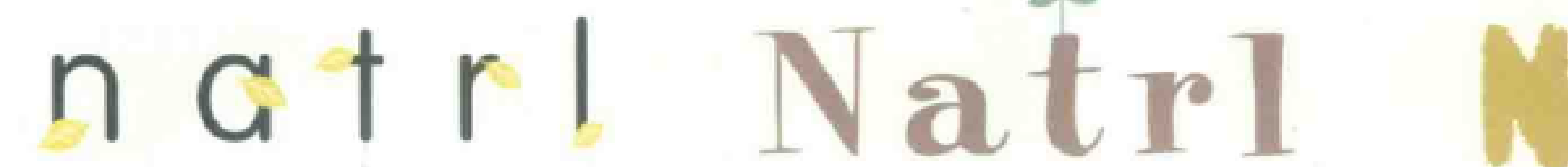

Natrl
Natural Shop


40.0.0.0
0.80.40.40
NotCaslon One


10.10.100.20
70.40.60.40
Confidential

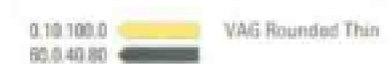

30.10.20.0
40.60.80.40
VintageTypewriter Corona

设计 | 杉江耕平



Natrl

NATURAL SHOP



















设计 | 杉江耕平



0.30.20.0 Imprint MT Shadow

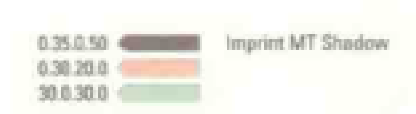


30.0.10.0 Hypatia Sans Pro
Imprint MT Shadow



25.0.10.0 Hypatia Sans Pro
50.20.35.0 Imprint MT Shadow





0.35.0.50 Imprint MT Shadow
0.30.20.0
30.0.30.0



0.30.20.0 Hypatia Sans Pro
Imprint MT Shadow



10.20.20.0 Hypatia Sans Pro
10.40.20.0 LainieDaySH

设计 | 田中久美子



0.25.10.0 Imprint MT Shadow

sweet zakka & fashion
girly room

30.0.15.0 Imprint MT Shadow
Porcelain
Book Antiqua
Party LET Plain



0.35.20.0 Imprint MT Shadow
Snell Roundhand



10.10.30.0 Imprint MT Shadow
70.85.85.0 LainieDaySH



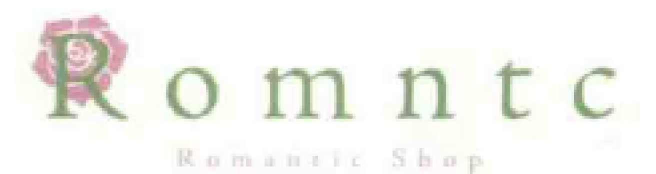
10.60.25.0 Imprint MT Shadow
0.15.0.0 Porcelain
Book Antiqua
Party LET Plain



80.80.70.0 Imprint MT Shadow
0.80.20.0 Snell Roundhand

设计 | 田中久美子


Romntc
Romantic Shop


Romntc
Romantic Shop


ROMNTC


0.100.60.20
0.60.10.0
Shelley Allegro Script

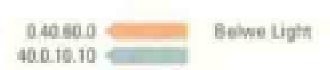

20.60.0.0
60.0.80.20
Adobe Jenson


0.0.40.0
60.10.0.0
NotCaslon One

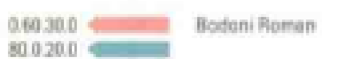

ROMNTC
Romantic Shop


Romntc
Romantic Shop


ROMNTC
Romantic Shop

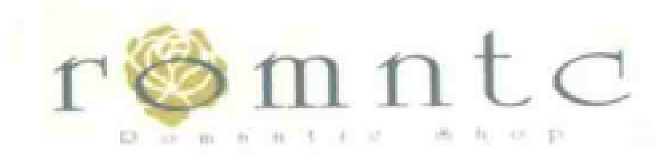

0.40.60.0
40.0.10.10
Belwe Light


0.20.20.0
50.60.0.0
Porcelain


0.60.30.0
80.0.20.0
Bodoni Roman

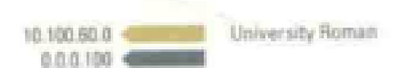
设计 | 杉江耕平


Romnte
Romantic Shop


romntc
Romantic Shop


Romntc
Romantic Shop


10.0.60.10
20.60.0.70
TexasHero


10.100.60.0
0.0.0.100
University Roman

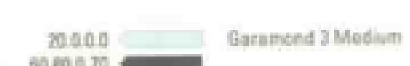

30.40.0.0
60.40.0.60
Remedy Double

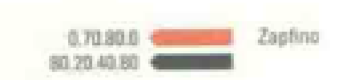

Romntc
Romantic Shop


romntc
Romantic Shop


Romntc
Romantic Shop


0.60.50.0
0.80.60.60
Ginga


20.0.0.0
60.60.0.70
Garamond 3 Medium


0.70.80.0
60.20.40.80
Zapfino

自然风格

设计 | 杉江耕平


Quach
Fresh Juice Bar


Quach
Fresh Juice Bar


0.60.100.0
0.30.100.0
Cooper Std Black
Helvetica Rounded Bold


15.15.100.0
Cooper Std Black Italic
Helvetica Rounded Bold Oblique


Quach
Fresh Juice Bar


Quach
Fresh Juice Bar


5.25.100.0
Cooper Std Black
Helvetica Rounded Bold


90.30.100.0
0.30.100.0
Cooper Std Black Italic
Helvetica Rounded Bold Oblique

设计 I 山田纯也

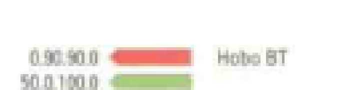








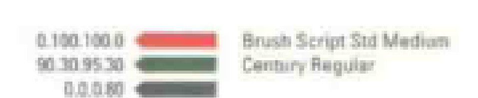






30.30.60.0
0.40.100.0
Helvetica Rounded Bold Condensed







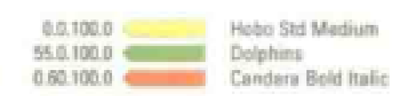



Fresh
Juice
100% Handmade


Fresh
Juice
100% Handmade


\Fresh!/
Juice
100% Handmade


90.0.100.0
0.0.100.0
0.70.40.0
Hobo Std Medium
Candara Bold Italic


0.0.100.0
55.0.100.0
0.60.100.0
Hobo Std Medium
Dolphins
Candara Bold Italic

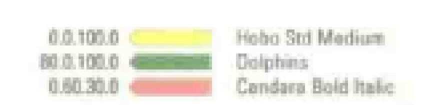

0.15.90.0
0.40.100.0
60.0.100.0
0.100.100.0
80.70.0.0
80.10.60.0
Gill Sans Ultra Bold
Candara Bold Italic

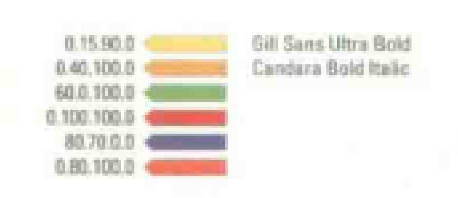

Fresh
Juice
100% Handmade


Fresh
Juice
100% Handmade


\Fresh!/
Juice
100% Handmade


0.75.85.0
0.30.100.0
0.0.70.0
Hobo Std Medium
Candara Bold Italic


0.0.100.0
80.0.100.0
0.60.30.0
Hobo Std Medium
Dolphins
Candara Bold Italic


0.15.90.0
0.40.100.0
60.0.100.0
0.100.100.0
80.70.0.0
0.80.100.0
Gill Sans Ultra Bold
Candara Bold Italic

设计 | 田中久美子

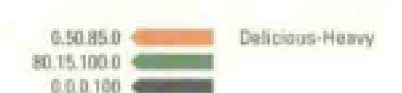

Fresh Juice
100% Handmade


Fresh Juice
100% Handmade


FRESH JUICE
100% Handmade


0.80.75.0
0.30.100.0
Cooper Std Black Italic
Cooper Black


0.50.85.0
0.0.0.100
80.15.100.0
Cooper Std Black Italic
Corbel Test Bold

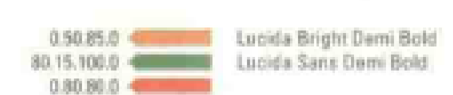

0.50.85.0
80.15.100.0
0.0.0.100
Delicious-Heavy

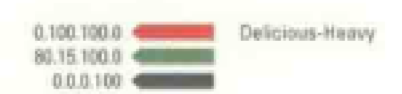

Fresh Juice
100% Handmade


Fresh Juice
100% Handmade


FRESH JUICE
100% Handmade


0.35.100.0
80.0.100.0
Cooper Std Black Italic
Cooper Black


0.50.85.0
80.15.100.0
0.80.80.0
Lucida Bright Demi Bold
Lucida Sans Demi Bold


0.100.100.0
80.15.100.0
0.0.0.100
Delicious-Heavy

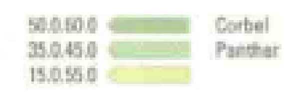
设计 | 田中久美子


aesthetic salon
YURA


aesthetic salon
YURA


aesthetic salon
YURA


0.40.20.0
Chaparral Pro


50.0.60.0
35.0.45.0
15.0.55.0
Corbel
Panther

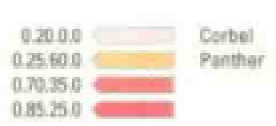

0.30.65.0
65.70.60.0
Bodoni SvtyTwo ITC TT
Candara


aesthetic salon
YURA


aesthetic salon
YURA


aesthetic salon
YURA


65.80.60.0
20.25.75.0
Chaparral Pro


0.20.0.0
0.25.60.0
0.70.35.0
0.85.25.0
Corbel
Panther


15.45.0.0
80.100.60.0
Bodoni SvtyTwo ITC TT
Copperplate Light

设计 | 田中久美子


YURA
Beauty Salon


YURA
aesthetic salon


AESTHETIC SALON
YURA


50.0.20.0
0.25.70.0
Trajan Pro
Garamond Premier Pro


0.0.0.100
70.0.50.0
Monika Italic
Letter Gothic Std
Segoe Condensed

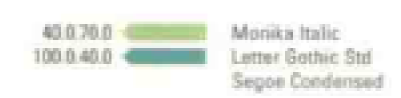

0.70.80.0
50.100.90.0
Copperplate Light
Adobe Devanagari

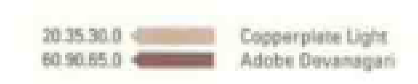

YURA
Beauty Salon


YURA
aesthetic salon


AESTHETIC SALON
YURA


75.75.75.0
30.30.75.0
0.50.45.0
Trajan Pro
Garamond Premier Pro


40.0.70.0
100.0.40.0
Monika Italic
Letter Gothic Std
Segoe Condensed


20.35.30.0
60.90.85.0
Copperplate Light
Adobe Devanagari

设计 | 田中久美子









80.100.40.0 Porcelain
Constantia Italic

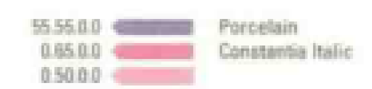














设计｜田中久美子







0.20.0.0 Edwardian Script ITC
0.40.0.0 Bodoni SvtyTwo ITC TT











0.25.20.15 Edwardian Script ITC
55.100.100.0 Bodoni SvtyTwo ITC TT





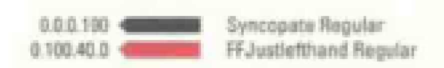
自然风格

设计 | 田中久美子

LA BELLE Lingerie

LA BELLE Lingerie

LA BELLE Lingerie



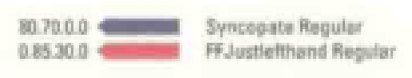
















设计 | 林晶子


La
Belle
Lingerie


La
Belle
Lingerie


La Belle
Lingerie


20.100.0.0 Syncopate Regular
20.20.60.0 FFJustlefthand Regular


40.70.0.0 Syncopate Regular
50.0.10.0 FFJustlefthand Regular


50.100.80.0 Syncopate Regular
0.50.20.0 FFJustlefthand Regular


La Belle
Lingerie


La Belle
Lingerie


La Belle
Lingerie


0.0.20.60 Syncopate Regular
0.50.0.0 FFJustlefthand Regular


70.100.0.0 Syncopate Regular
20.0.60.0 FFJustlefthand Regular

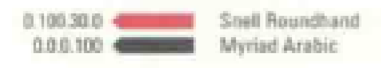

100.40.0.0 Syncopate Regular
0.90.90.0 FFJustlefthand Regular

设计 | 林晶子


Tsubomi
FLOWER SHOP


FLOWER SHOP
Tsubomi


FLOWER SHOP
Tsubomi


0.100.30.0
0.0.0.100
Snell Roundhand
Myriad Arabic

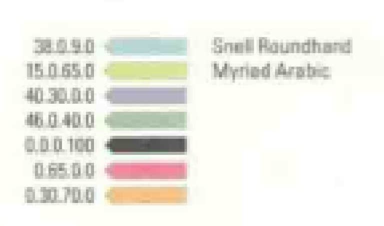

80.100.100.0
0.30.0.0
Trajan Pro
Snell Roundhand


0.0.0.100
Trajan Pro
decorative fontFINAL


Tsubomi
FLOWER SHOP


FLOWER SHOP
Tsubomi


FLOWER SHOP
Tsubomi


38.0.9.0
15.0.65.0
40.30.0.0
46.0.40.0
0.0.0.100
0.65.0.0
0.30.70.0
Snell Roundhand
Myriad Arabic


50.50.40.0
35.10.0.0
40.0.35.0
Trajan Pro
Snell Roundhand


0.30.0.0
0.50.25.0
Trajan Pro
decorative fontFINAL

设计 I 田中久美子









85.100.100.0 Trajan Pro
0.20.20.0 Typo Upright BT

0.0.0.100 Chaparral Pro Light
Chaparral Pro Bold

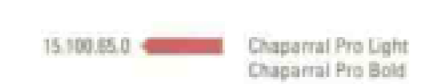














设计 | 田中久美子

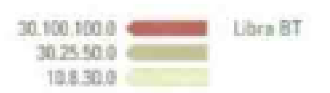

daikanyama
flower market


daikanyama
flower market


daikanyama
flower market


0.80.20.0
40.10.80.0
Libra BT


90.30.100.30
Libra BT


30.100.100.0
30.25.50.0
10.8.30.0
Libra BT


DAIKANYAMA
Flower Market


DAIKANYAMA
Flower Market


DAIKANYAMA
Flower Market


40.60.90.0
10.20.90.0
Windsor Light Condensed BT
Commercial Script BT


50.100.75.30
70.70.90.40
70.55.90.15
Windsor Light Condensed BT
Commercial Script BT

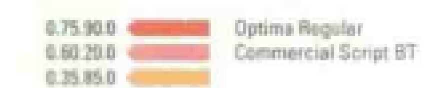

20.30.50.0
45.70.100.0
Windsor Light Condensed BT
Commercial Script BT

设计 | 山田纯也

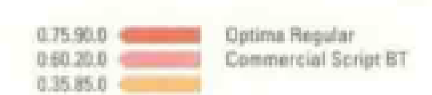

Flower Market
Daikanyama


Flower Market
Daikanyama


Flower Market
Daikanyama

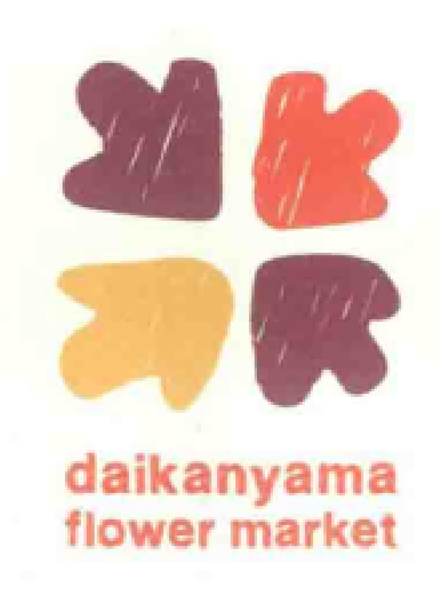

0.75.90.0
0.60.20.0
0.35.85.0
Optima Regular
Commercial Script BT

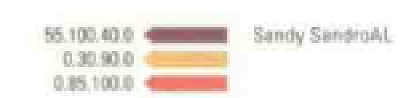

0.75.90.0
0.60.20.0
0.35.85.0
Optima Regular
Commercial Script BT


0.75.90.0
0.60.20.0
0.35.85.0
Optima Regular
Commercial Script BT

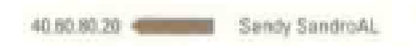

DAIKANYAMA
FLOWER
MARKET


100.80.0.0
50.0.100.0
Sandy SandroAL


daikanyama
flower market


55.100.40.0
0.30.90.0
0.85.100.0
Sandy SandroAL


daikanyama
flower market


40.60.80.20
Sandy SandroAL

设计 I 山田纯也



0.30.100.20
60.0.60.20
Chalkduster



0.10.20.10
60.0.40.80
Copperplate Light



40.0.30.0
60.0.60.60
Sabon Roman

0.60.60.0
40.0.60.20
NotCaslon Two



20.0.20.0
80.0.20.10
MdN17Shodo

orgncfd

Organic Food Shop

0.10.10.0
20.80.60.40
Magnet Alternate

设计 | 杉江耕平



ORGNCFD
ORGANIC FOOD SHOP
0.10.20.0
40.0.80.80
MdN47BlurStamp



orgncfd
Organic Food Shop



ORGNCFD
ORGANIC FOOD SHOP



30.0.70.0
60.40.80.40
MdN18OilbasedBlur



60.0.40.10
0.40.60.60
Confidential



Orgncfd
Organic Food Shop



orgncfd
Organic Food Shop



orgncfd
Organic Food Shop



20.40.80.20
20.80.40.80
PixieFont



10.0.30.0
100.0.10.70
Trixie Extra
Trixie Plain



70.0.60.0
40.60.100.40
RemedyDoubleExtras

设计 | 杉江耕平



30.90.0.0
30.0.70.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B



70.40.100.0
10.0.70.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B



30.70.50.0
50.0.40.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B

シニアレジデンス まったりの里

100.90.0.0
10.35.10.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B

シニアレジデンス まったりの里

70.100.0.0
30.0.50.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B

シニアレジデンス まったりの里

100.100.50.0
20.10.70.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B

设计 | 林晶子

シニアレジデンス
まったりの里

シニアレジデンス
まったりの里

シニアレジデンス
まったりの里

85.60.0.0
15.0.50.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B

50.100.50.0
25.20.0.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B

90.50.100.0
0.20.10.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B

シニアレジデンス
まったりの里





70.60.100.20
0.35.20.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B

0.70.100.0
40.0.10.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B

60.100.100.30
20.0.30.0
秀英3号 Std B
正楷書CB1 Std
フォーク Pro B

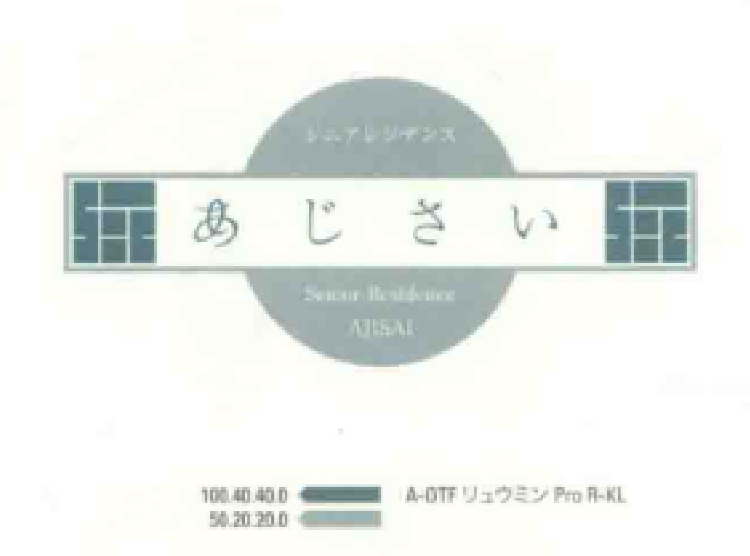
设计 | 林晶子


あじさい
SENIOR RESIDENCE AJISAI

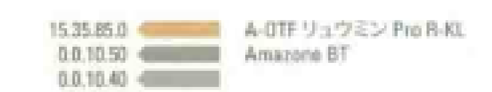

70.0.20.10
A-OTF リュウミン Pro R-KL
Americana BT Roman


あじさい
Senior Residence AJISAI


80.60.20.0
25.60.20.0
A-OTF リュウミン Pro R-KL
Americana BT Roman


シニアレジデンス
あじさい
Senior Residence
AJISAI
100.40.40.0
50.20.20.0
A-OTF リュウミン Pro R-KL


Senior Residence
あじさい


15.35.85.0
0.0.10.50
0.0.10.40
A-OTF リュウミン Pro R-KL
Amazone BT

设计 | 山田纯也



シニアレジデンス あじさい

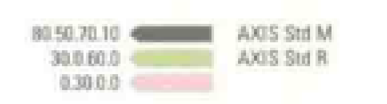




80.40.0.0 A-OTF リュウミン Pro B-KL
A-OTF リュウミン Pro M-KL













75.100.50.0 AXIS Std M
AXIS Std R
Arial Regular



自然风格

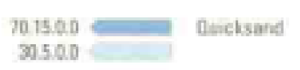
设计 | 山田纯也


DrugNagano


DrugNagano


DrugNagano


70.15.0.0
Quicksand


70.15.0.0
30.5.0.0
Quicksand


0.70.0.0
0.0.0.60
Quicksand


薬


50.0.50.0
0.0.0.100


薬
50.0.50.0
0.70.0.0

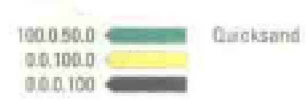

薬
50.0.50.0
0.70.0.0

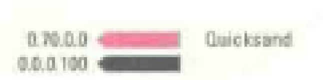






50.0.50.0 Quicksand
0.0.0.100

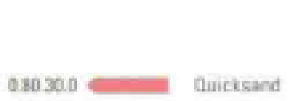












0.80.30.0 Quicksand

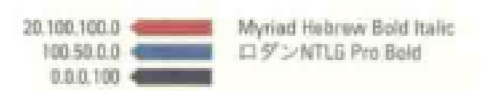
0.80.30.0 Quicksand
10.20.20.0

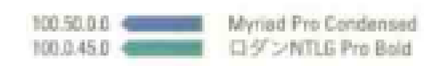
设计 | 原弘始


SAVE DRUG
セイブドラッグ


セイブドラッグ
SAVE DRUG


SAVE DRUG
セイブドラッグ


20.100.100.0
100.50.0.0
0.0.0.100
Myriad Hebrew Bold Italic
ロダンNTLG Pro Bold

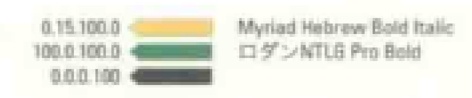

100.50.0.0
100.0.45.0
Myriad Pro Condensed
ロダンNTLG Pro Bold


20.100.100.0
100.0.45.0
Myriad Pro Condensed
ロダンNTLG Pro Bold


SAVE DRUG
セイブドラッグ


セイブドラッグ
SAVE DRUG


SAVE DRUG
セイブドラッグ


0.15.100.0
100.0.100.0
0.0.0.100
Myriad Hebrew Bold Italic
ロダンNTLG Pro Bold


50.0.100.0
100.0.100.0
Myriad Hebrew Bold Italic
ロダンNTLG Pro Bold


100.25.100.0
60.0.100.0
Myriad Pro Condensed
ロダンNTLG Pro Bold

设计 | 田中久美子







20.100.100.0 Myriad Pro Condensed
100.100.50.0 ロダンNTLG Pro Bold

0.90.60.0 ロダンNTLG Pro Bold
100.85.35.0 Myriad Hebrew Bold Italic
Bebas

0.90.60.0 Myriad Pro Condensed
0.35.60.0 ロダンNTLG Pro Bold
0.0.0.100







20.100.100.0 Myriad Pro Condensed
100.0.45.0 ロダンNTLG Pro Bold

100.50.0.0 ロダンNTLG Pro Bold
100.0.100.0 Myriad Hebrew Bold Italic
Bebas

100.0.45.0 Myriad Pro Condensed
0.35.60.0 ロダンNTLG Pro Bold
0.0.0.100

设计 | 田中久美子


Dune
ORGANIC COSMETICS


Dune
ORGANIC COSMETICS


Dune
ORGANIC COSMETICS


80.90.0.0
0.90.10.0
DuGauguin Regular
Helvetica Neue LT Std 57 Condensed


20.100.100.70
20.100.100.0
DuGauguin Regular
Helvetica Neue LT Std 57 Condensed


30.25.95.0
90.60.100.40
DuGauguin Regular
Helvetica Neue LT Std 57 Condensed


dune
ORGANIC COSMETICS


dune
ORGANIC COSMETICS


dune
ORGANIC COSMETICS


70.40.100.0
10.0.60.0
Helvetica Neue LT Std 37 Thin Condensed
Helvetica Neue LT Std 67 Medium Condensed


10.100.60.0
0.20.10.0
Helvetica Neue LT Std 37 Thin Condensed
Helvetica Neue LT Std 67 Medium Condensed


80.30.10.0
30.0.10.0
Helvetica Neue LT Std 37 Thin Condensed
Helvetica Neue LT Std 67 Medium Condensed

设计 | 林晶子













dune
ORGANIC COSMETICS

dune
ORGANIC COSMETICS



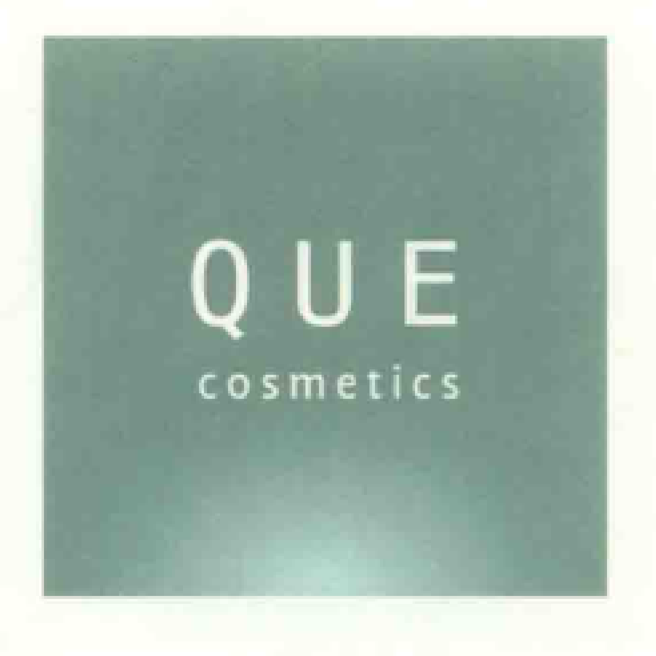


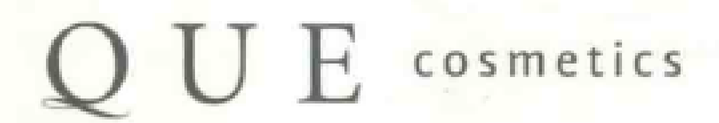




自然风格

设计 | 林晶子







70.20.40.0 Menlo
Nuvo OT Medium

0.0.0.100 Adobe Devanagari
Nuvo OT Medium

0.0.0.100 Garamond Premier Pro
Garamond







65.75.20.0 Panther
Nuvo OT Medium





设计 I 田中久美子









0.0.0.100 Rezland Logotype Font







30.0.10.0
80.35.20.0
Gill Sans Light
Myriad Arabic
Mona Lisa Solid
Constantia Italic



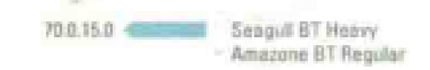
15.25.0.0
20.0.0.0
Rezland Logotype Font

设计 | 田中久美子


for the earth


70.10.40.0
Seagull BT Light
Amazone BT Regular

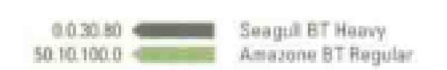

for the earth


70.0.15.0
Seagull BT Heavy
Amazone BT Regular


for the earth


10.35.65.50
70.25.100.0
Seagull BT Light
Amazone BT Regular


for the earth


0.0.30.80
50.10.100.0
Seagull BT Heavy
Amazone BT Regular

设计 | 山田纯也



60.70.100.40 Sandy SandroAl



90.30.100.50 Sandy SandroAl
20.0.100.0 Sandy SandroAl

100.0.100.0 Poplar Std Black



30.40.60.0 Poplar Std Black
100.0.100.0

35.60.80.25 Poplar Std Black
40.60.60.40
90.30.95.30



0.0.20.70 Poplar Std Black
60.0.20.0
80.20.70.0

设计 I 山田纯也

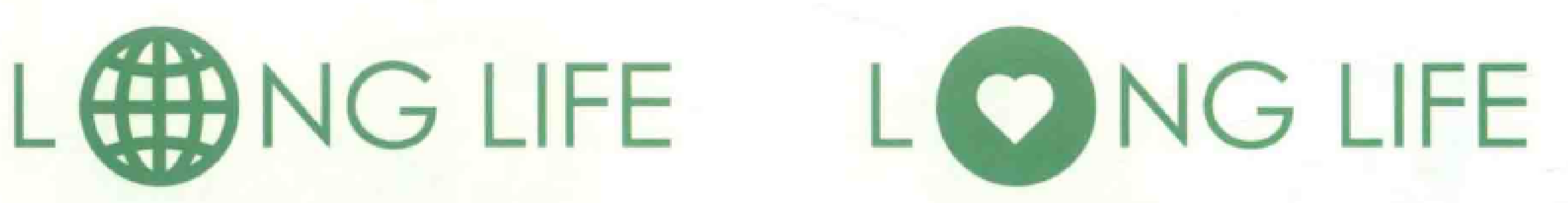












100.0.100.0 Century Gothic

100.0.100.0 Century Gothic

设计 I 原弘始

WOODS STYLE







ecocoro





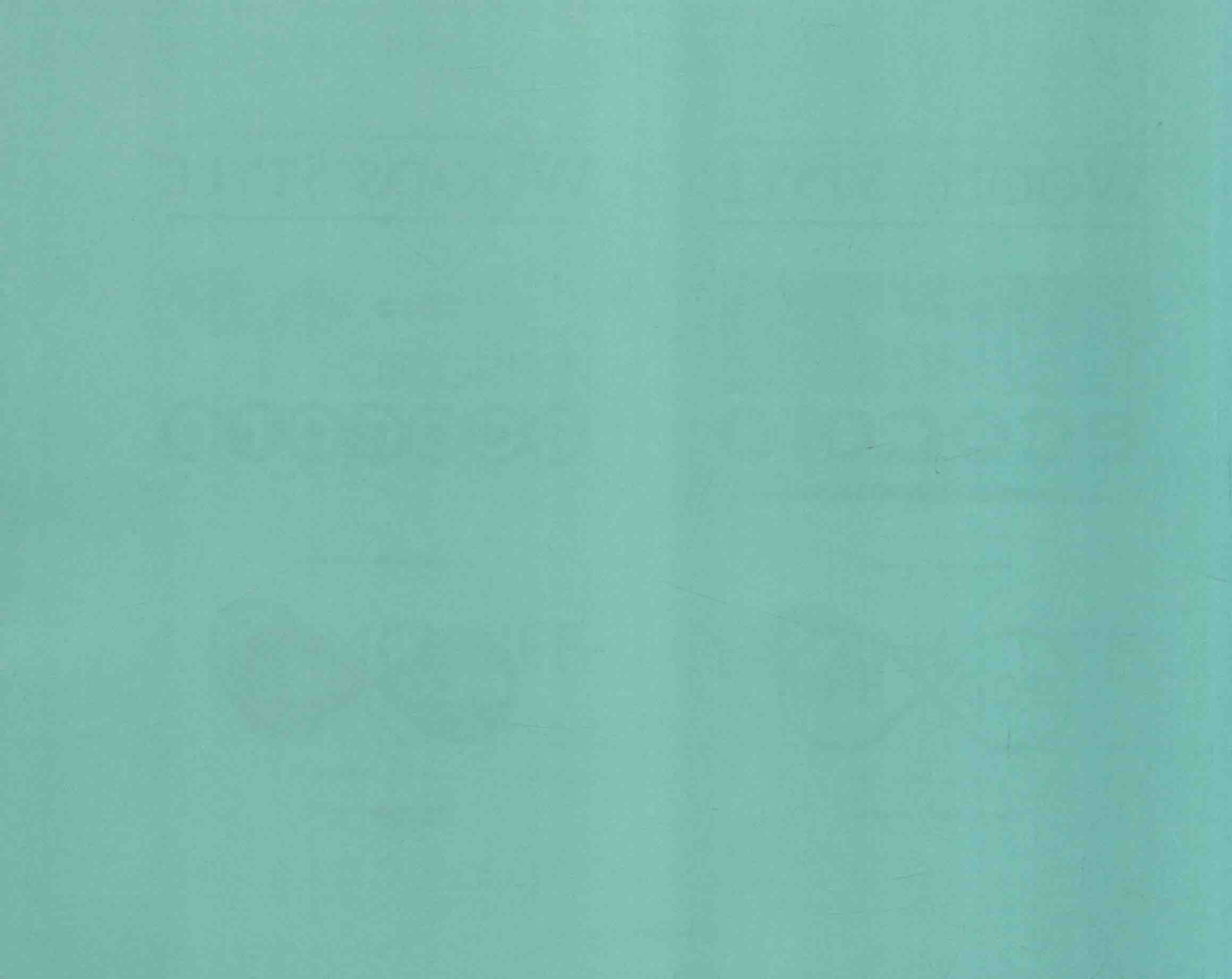
50.0.100.0 Century Gothic

eco life





自然风格



DG

05

Natural Design

休闲风格

亲切 · 元气



100.0.0.0 Quicksand



20.40.60.0 Quicksand
0.0.0.70



20.40.60.0 Stencil
0.0.0.70

设计 | 原弘始



0.0.0.100 Franchise Bold



0.0.0.100 Franchise Bold



0.0.0.100 Franchise Bold



30.40.40.0 Ripe



30.40.40.0 Ripe



30.40.40.0 Ripe

休闲风格

设计 | 原弘始

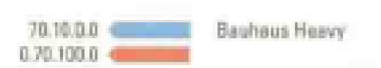

CASLFSN
casual fashion shop


CASLFSN


CASLFSN
Casual Fashion Shop


0.70.80.0
100.20.0.60
Variex Bold


40.0.100.10
80.60.0.60
RemedyDoubleExtras

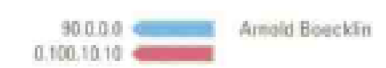

70.10.0.0
0.70.100.0
Bauhaus Heavy

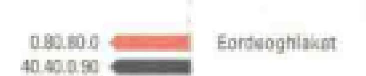

CASLFSN
CASUAL FASHION SHOP


CASLFSN
Casual Fashion Shop


CASLFSN
CASUAL
FASHION
SHOP


0.60.100.20
0.60.80.80
Confidential


90.0.0.0
0.100.10.10
Arnold Boecklin


0.80.80.0
40.40.0.90
Eordeoghlakat

设计 | 杉江耕平



0.80.0.0 Mesquite Std
100.0.20.40



60.0.100.0 Gill Sans Ultra Bold
0.90.100.20



0.40.100.20 Crass
0.20.60.80



0.30.100.0 Antique Olive Nord Italic
100.0.0.40



0.20.100.0 Rosewood Std
0.100.100.40



30.0.0.0 Lunatix Bold
80.70.0.40

休闲风格











90.30.100.10 VAG Rounded BT
Swiss 721 Black Rounded BT







0.80.100.0 Nepon AL
Swiss 721 Black Rounded BT

80.10.40.0 Nepon AL
Swiss 721 Black Rounded BT

100.60.0.0 Nepon AL
0.0.80.0 Swiss 721 Black Rounded BT

设计 | 山田纯也


DjangoPets


DjangoPets


Django
Pets


75.0.75.0 Clarendon Condensed BT
0.100.100.0 Clarendon Bold Condensed BT


0.25.100.0 Clarendon Condensed BT
40.40.50.20 Clarendon Bold Condensed BT


0.100.100.0 Clarendon Condensed BT
Clarendon Bold Condensed BT


wonder Pets


wonder Pets


W
wonder Pets


15.100.100.0 Pico Black
0.0.0.90 Tango BT Regular


50.0.100.0 Pico Black
90.30.100.30
0.0.0.90


0.100.100.0 Pico Black
0.0.100.0 Tango BT Regular







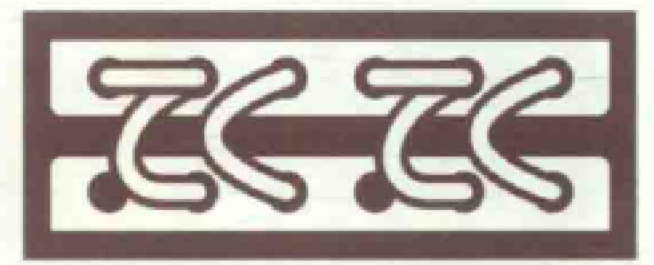
20.100.90.0 Nepon HR Holiday-MDJP03

50.70.80.70 Nepon HR Holiday-MDJP03

0.55.100.0 / 80.0.10.0 Nepon HR Holiday-MDJP03







85.10.100.10 ヒラギノ丸ゴPro W4

0.100.100.0 / 0.0.0.100 ヒラギノ丸ゴPro W4

40.80.100.50 ヒラギノ丸ゴPro W4

设计 I 山田纯也



0.0.0.70 VAG Rounded BT Regular
Folio BT Medium



15.50.50.10 VAG Rounded BT Regular
100.0.100.0 Folio BT Medium



0.100.100.0 VAG Rounded BT Regular
0.15.85.0 Folio BT Medium

SHOES SHOP
TEKU
TEKU

0.100.100.0 Blippo Black BT
Helvetica Neue Condensed Bold

SHOES SHOP
TEKU
TEKU

80.0.20.0 Blippo Black BT
80.10.50.0 Helvetica Neue Condensed Bold
90.45.100.30

SHOES SHOP
TEKU
TEKU

0.80.100.0 Blippo Black BT
Helvetica Neue Condensed Bold

休闲风格

设计 | 山田纯也









ITC Eras Ultra







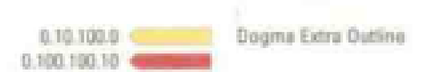








Keedy Sans Bold



设计 | 杉江耕平



















60.0.100.40 Variex Bold
70.80.0.20



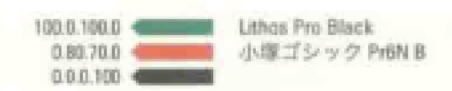
0.0.60.0 Lunatix Bold
70.0.100.60

休闲风格

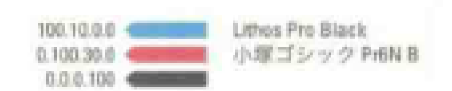

キッズアトリエきのこ
KINOKO


キッズアトリエきのこ
KINOKO


キッズアトリエきのこ
KINOKO

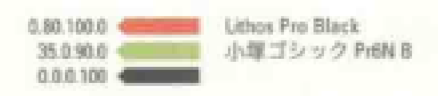

100.0.100.0
0.80.70.0
0.0.0.100
Lithos Pro Black
小塚ゴシック Pr6N B

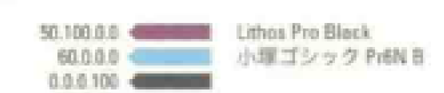

60.100.100.0
0.30.90.0
0.0.0.100
Lithos Pro Black
小塚ゴシック Pr6N B


100.10.0.0
0.100.30.0
0.0.0.100
Lithos Pro Black
小塚ゴシック Pr6N B


キッズアトリエきのこ
KINOKO


キッズアトリエきのこ
KINOKO


0.80.100.0
35.0.90.0
0.0.0.100
Lithos Pro Black
小塚ゴシック Pr6N B


50.100.0.0
60.0.0.0
0.0.0.100
Lithos Pro Black
小塚ゴシック Pr6N B


90.40.30.0
10.80.0.0
0.0.0.100
Lithos Pro Black
小塚ゴシック Pr6N B

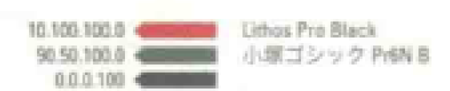
设计 I 林晶子


KINOKO
キッズアトリエきのこ


KINOKO
キッズアトリエきのこ


KINOKO
キッズアトリエきのこ


100.70.0.0
0.100.100.0
0.0.0.100
Lithos Pro Black
小塚ゴシック Pr6N B

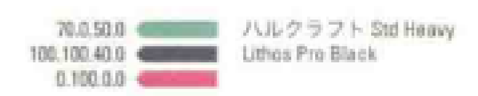

10.100.100.0
90.50.100.0
0.0.0.100
Lithos Pro Black
小塚ゴシック Pr6N B

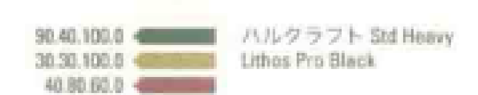

80.30.30.0
0.30.100.0
0.0.0.100
Lithos Pro Black
小塚ゴシック Pr6N B

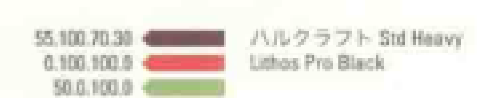

KIDS ATELIER
きのこ


KIDS ATELIER
きのこ


KIDS ATELIER
きのこ


70.0.50.0
100.100.40.0
0.100.0.0
ハルクラフト Std Heavy
Lithos Pro Black

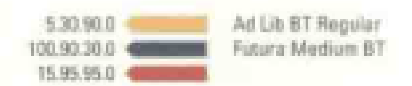

90.40.100.0
30.30.100.0
40.80.60.0
ハルクラフト Std Heavy
Lithos Pro Black


55.100.70.30
0.100.100.0
50.0.100.0
ハルクラフト Std Heavy
Lithos Pro Black

设计 | 林晶子


Yonder
KIDS HOUSE


Yonder
KIDS HOUSE

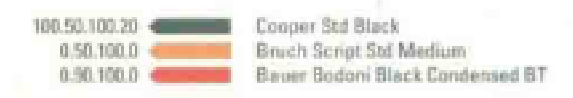

5.30.90.0
100.90.30.0
15.95.95.0
Ad Lib BT Regular
Futura Medium BT


50.5.90.0
75.85.10.0
0.20.80.0
Ad Lib BT Regular
Futura Medium BT


Wonder
KIDS
House


Wonder
KIDS
House

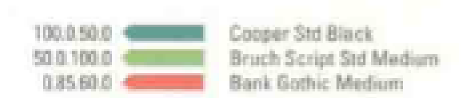

100.50.100.20
0.50.100.0
0.90.100.0
Cooper Std Black
Bruch Script Std Medium
Bauer Bodoni Black Condensed BT

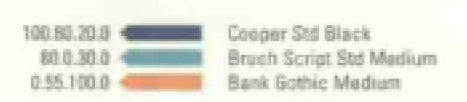

100.50.100.20
0.50.100.0
0.90.100.0
Cooper Std Black
Bruch Script Std Medium
Bauer Bodoni Black Condensed BT

设计 | 山田纯也


Wonder
KIDS
HOUSE

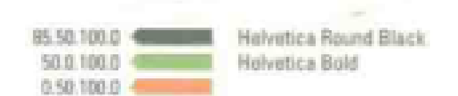

Wonder
KIDS
HOUSE

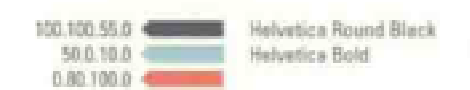

100.0.50.0 Cooper Std Black
50.0.100.0 Bruch Script Std Medium
0.85.60.0 Bank Gothic Medium


100.80.20.0 Cooper Std Black
80.0.30.0 Bruch Script Std Medium
0.55.100.0 Bank Gothic Medium


DORONKO
Kids Club

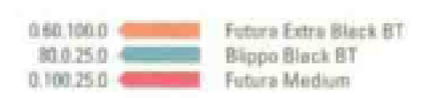

DORONKO
Kids Club

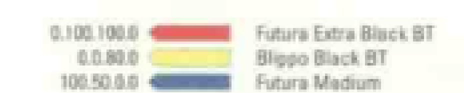

85.50.100.0 Helvetica Round Black
50.0.100.0 Helvetica Bold
0.50.100.0


100.100.55.0 Helvetica Round Black
50.0.10.0 Helvetica Bold
0.80.100.0


Do
Ron
Ko
Kids
Club


DoRonKo
Kids
Club


0.60.100.0 Futura Extra Black BT
80.0.25.0 Blippo Black BT
0.100.25.0 Futura Medium


0.100.100.0 Futura Extra Black BT
0.0.80.0 Blippo Black BT
100.50.0.0 Futura Medium

Petite Beans COLLECTION

Petite Beans COLLECTION

Petite Beans COLLECTION

100.0.50.0 Gloria Hallelujah Regular
50.0.25.0 Futura Heavy
0.50.0.0

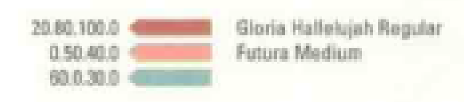
0.60.100.0 Gloria Hallelujah Regular
0.30.50.0 Futura Heavy
70.0.100.0

0.80.0.0 Gloria Hallelujah Regular
0.40.0.0 Futura Heavy
70.10.0.0











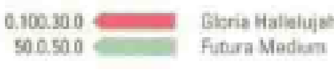


设计 | 林晶子











10.100.100.0 Gloria Hallelujah Regular
40.20.100.0 Futura Medium







0.0.100.0 Gloria Hallelujah Regular
60.0.0.0 Futura Medium

0.100.0.0 Gloria Hallelujah Regular
15.0.50.0 Futura Medium

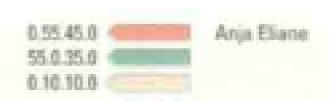
50.0.30.0 Gloria Hallelujah Regular
50.90.0.0 Futura Medium

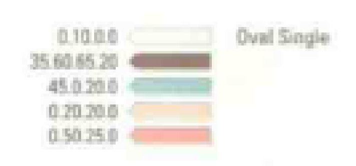
设计 | 林晶子

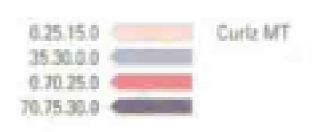

BABY SHOP
HiHi


BABY SHOP
HiHi


BABY
SHOP
HiHi


0.55.45.0
55.0.35.0
0.10.10.0
Anja Eliane


0.10.0.0
35.60.65.20
45.0.20.0
0.20.20.0
0.50.25.0
Oval Single


0.25.15.0
35.30.0.0
0.70.25.0
70.75.30.0
Curlz MT

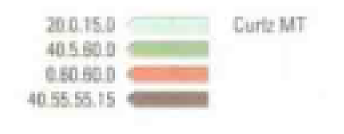

BABY SHOP
HiHi


BABY SHOP
HiHi


BABY
SHOP
HiHi


0.40.100.0
50.0.20.0
0.10.30.0
50.50.60.0
40.0.80.0
0.65.35.0
Anja Eliane


10.0.0.0
0.35.0.0
50.10.0.0
0.20.20.0
10.0.60.0
Oval Single

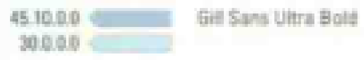

20.0.15.0
40.5.60.0
0.60.60.0
40.55.55.15
Curlz MT

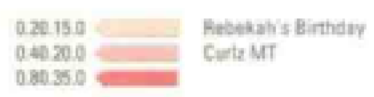
设计 | 田中久美子

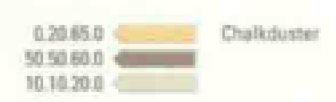












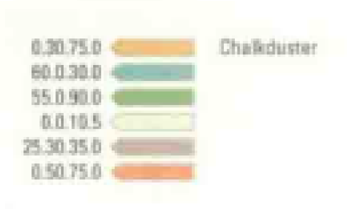


BabyShop
HiHi

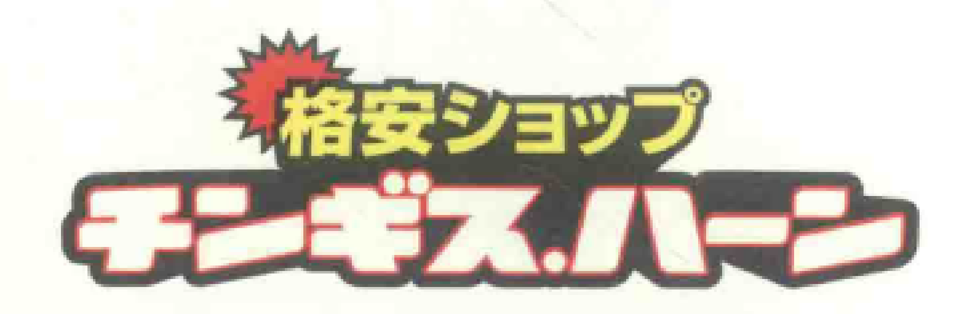


0.45.30.0
0.25.20.0
Gill Sans Ultra Bold



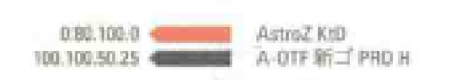


设计 | 田中久美子


格安ショップ
チンギス.ハーン

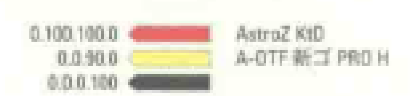

格安ショップ
チンギス.ハーン


0.100.100.0
0.0.100.0
0.0.0.100
AstroZ KtD
A-OTF 新ゴ PRO H


0.80.100.0
100.100.50.25
AstroZ KtD
A-OTF 新ゴ PRO H


格安ショップ
チンギス.ハーン


格安ショップ
チンギス.ハーン


0.100.100.0
0.0.90.0
0.0.0.100
AstroZ KtD
A-OTF 新ゴ PRO H


0.100.100.0
0.0.100.0
0.0.0.100
AstroZ KtD
A-OTF 新ゴ PRO H

设计 | 山田纯也







100.15.45.0 Helvetica Neue Condensed Bold
ヒラギノ丸ゴ Pro W4







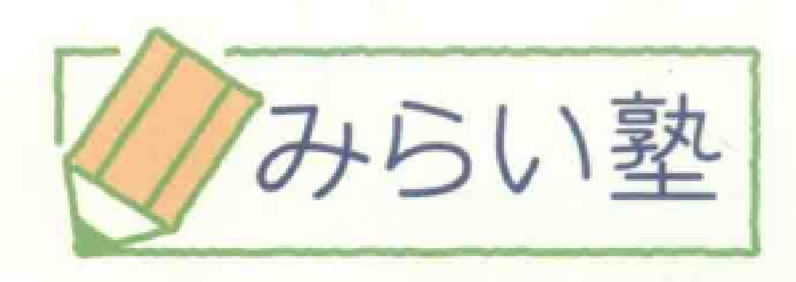
100.70.0.0 Impact Regular
0.100.100.0 Helvetica Bold Condensed Oblique



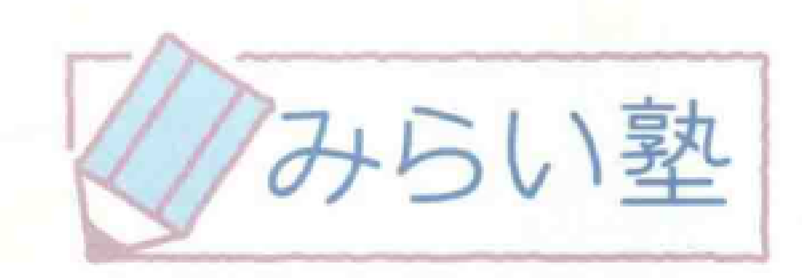
Everyday Low Prices
Maxmart



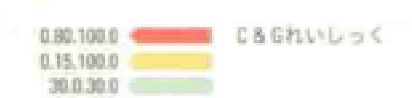
100.30.0.0 Impact Regular
25.100.0.0 Helvetica CE Bold Condensed

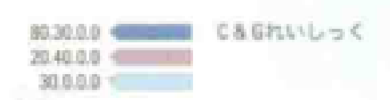

みらい塾

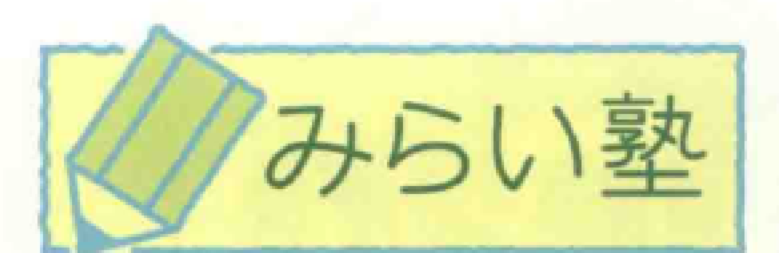

みらい塾


みらい塾

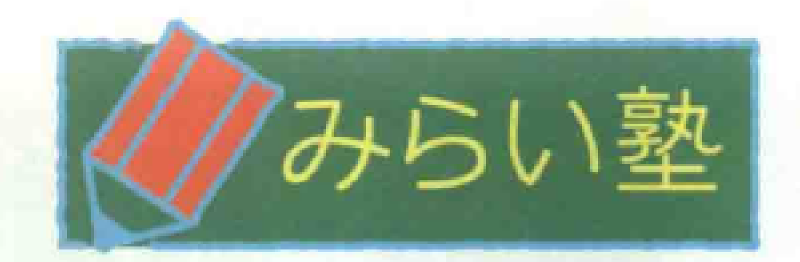

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0.30.50.0
C&Gれいしっく

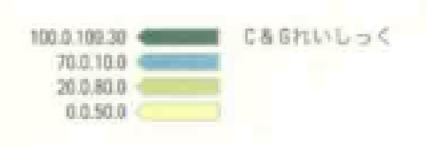

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C&Gれいしっく


80.30.0.0
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30.0.0.0
C&Gれいしっく

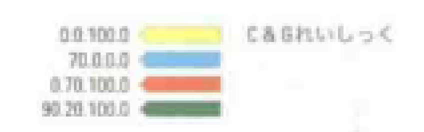

みらい塾


みらい塾


みらい塾


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70.0.10.0
20.0.80.0
0.0.50.0
C&Gれいしっく


0.0.100.0
10.50.0.0
70.0.0.0
C&Gれいしっく


0.0.100.0
70.0.0.0
0.70.100.0
90.20.100.0
C&Gれいしっく

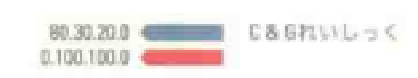
设计 | 林晶子

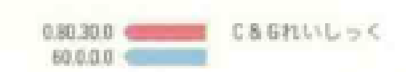

みらい塾


みらい塾


みらい塾


100.100.0.0
20.0.80.0
C&Gれいしっく

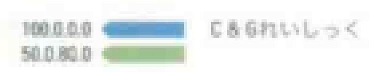

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0.100.100.0
C&Gれいしっく


0.80.30.0
60.0.0.0
C&Gれいしっく

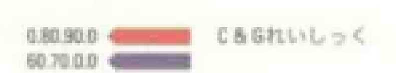

みらい塾


みらい塾


みらい塾


100.0.0.0
50.0.80.0
C&Gれいしっく


100.0.100.0
0.20.100.0
C&Gれいしっく

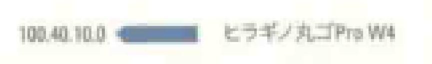

0.80.90.0
60.70.0.0
C&Gれいしっく

设计 | 林晶子


舟町義塾


舟町義塾


舟町義塾


100.40.10.0
ヒラギノ丸ゴPro W4

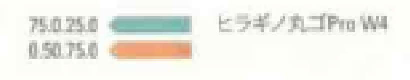

0.60.100.0
ヒラギノ丸ゴPro W4

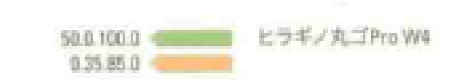

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50.0.0.0
0.0.100.0
ヒラギノ丸ゴPro W4

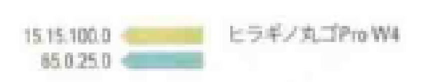

舟町義塾


舟町義塾


舟町義塾


75.0.25.0
0.50.75.0
ヒラギノ丸ゴPro W4


50.0.100.0
0.35.85.0
ヒラギノ丸ゴPro W4


15.15.100.0
65.0.25.0
ヒラギノ丸ゴPro W4

设计 | 山田纯也



50.70.80.70 Poco Ultra



90.30.100.30 Poco Ultra







90.30.100.0 Poco Ultra
0.0.0.70









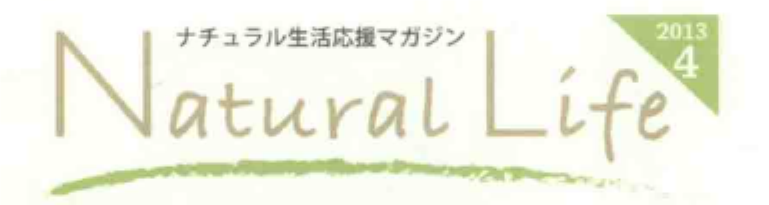
设计 | 山田纯也







80.90.100.0
45.100.50.0
0.35.100.0
漢字タイポス415 Std R
Chaparral Pro









设计 | 田中久美子

毎日の暮らしを、ちょっとスマートに。

Natural Life



0.0.0.100 小塚ゴシック Pro R
50.0.15.0 Miso

毎日の暮らしを、ちょっとスマートに。

Natural Life



0.0.0.100 小塚ゴシック Pro R
0.90.85.0 Miso
80.0.100.0

毎日の暮らしを、ちょっぴり楽しく。



2013.5
¥0

0.0.0.100 小塚ゴシック Pro M
0.50.20.0 Eager Naturalist
Futura Condensed Medium

毎日の暮らしを、ちょっぴり楽しく。

Natural Life



0.0.0.100 小塚ゴシック Pro M
80.0.60.0 Eager Naturalist
0.65.20.0 Futura Condensed Medium
0.25.80.0
65.15.0.0

毎日の暮らしを、すこしだけ贅沢に。

Natural Life
ナチュラル・ライフ



0.0.0.100 丸明Katura
0.0.0.60 LainieDaySH
40.40.75.0

毎日の暮らしを、すこしだけ贅沢に。

Natural Life
ナチュラル・ライフ

¥0
創刊号

0.0.0.100 丸明Katura
35.100.0.0 LainieDaySH

设计 I 田中久美子

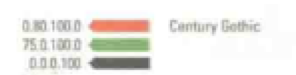






0.80.100.0 Century Gothic
75.0.100.0
0.0.0.100


0.80.100.0 Century Gothic
75.0.100.0


0.80.100.0 Century Gothic
75.0.100.0
0.0.0.100







20.0.100.0 Desyrel
0.0.0.100

50.0.100.0 Desyrel
0.0.0.100

30.20.20.0 Desyrel
80.0.60.0
0.40.0.0

设计 | 原弘始



0.100.0.0 Century Gothic
0.0.100.0 A-OTF龙明Std L



0.80.100.0 Century Gothic
75.0.100.0 A-OTF龙明Std L



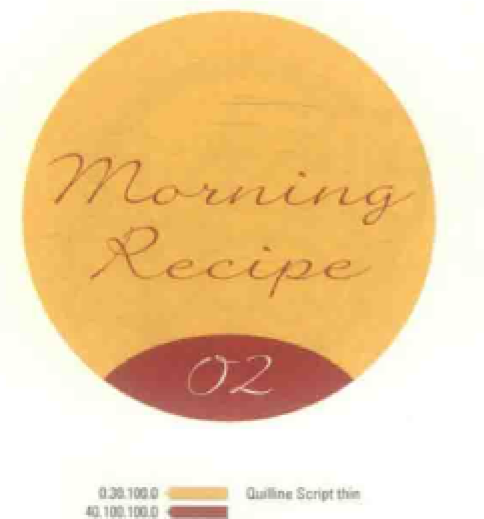
20.100.100.0 Century Gothic
15.85.85.0 A-OTF龙明Std L



50.70.90.0 Quilline Script thin
0.30.100.0



60.0.100.0 Quilline Script thin
0.100.100.0



0.30.100.0 Quilline Script thin
40.100.100.0



20.0.0.0 くもやじ
0.80.20.0



10.0.0.10 新ゴ U
0.80.100.0 はせトッポ U



0.10.40.0 カクミン B
100.10.0.10



40.0.100.0 ソフトゴシック U
80.60.0.40 丸アンチック U



30.10.0.0 ニューシネマA
0.80.80.40



0.0.0.10 新ゴ L
100.0.20.0 わんぱくゴシックN L

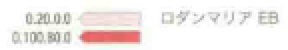
设计 | 杉江耕平



















10.0.40.0 / 70.0.100.20 コミックレゲエ B

40.0.0.0 / 100.20.0.60 ラグランパンチ UB

10.10.0.0 / 0.40.40.60 花風なごみ B

设计 | 杉江耕平





100.20.10.0 A1明朝 Std Bold
0.100.90.0 Futura Bold

70.0.90.0 A1明朝 Std Bold
0.60.100.0 Futura Bold

0.65.0.0 A1明朝 Std Bold
60.0.0.0 Futura Bold





0.90.60.0 丸アンチック Std B
0.10.30.0 Futura Bold

100.20.0.0 丸アンチック Std B
20.0.10.0 Futura Bold

80.10.100.0 丸アンチック Std B
10.0.50.0 Futura Bold

设计 I 林晶子


COMIC
ゆにぞん


COMIC
ゆにぞん


COMIC
ゆにぞん


0.60.0.0
50.0.0.0
30.0.80.0
A-OTF タカハンド Std H
Futura Bold


80.80.0.0
20.80.0.0
0.50.90.0
A-OTF タカハンド Std H
Futura Bold


70.0.0.0
0.0.80.0
0.100.20.0
A-OTF タカハンド Std H
Futura Bold


COMIC
ゆにぞん


COMIC
ゆにぞん


COMIC
ゆにぞん


0.0.80.0
50.70.0.0
ハルクラフト Std Heavy
Futura Bold


0.0.80.0
100.0.40.0
ハルクラフト Std Heavy
Futura Bold


0.0.80.0
0.90.0.0
ハルクラフト Std Heavy
Futura Bold

设计 | 林晶子









70.20.0.0 リュウミン Pro H-KL
0.50.10.0

20.80.100.0 リュウミン Pro H-KL
60.0.0.0







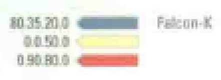
0.0.80.0 ハッピーN Std H
70.0.40.0
0.60.10.0

0.80.10.0 ハッピーN Std H
50.0.50.0



设计 | 林晶子


ショコラ
ショコラ
ショコラ


80.35.20.0
0.0.50.0
0.90.80.0
Falcon-K


50.85.0.0
0.5.25.0
40.0.80.0
Falcon-K

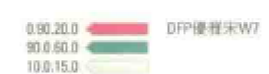

50.100.30.0
0.0.100.0
Falcon-K


ショコラ


ショコラ


ショコラ


60.100.50.0
60.60.100.0
0.0.30.0
DFP優雅宋W7


0.90.20.0
90.0.60.0
10.0.15.0
DFP優雅宋W7


50.100.0.0
90.70.0.0
10.15.0.0
DFP優雅宋W7

设计 | 林晶子




0.0.0.100
0.0.0.60

DF綜藝体 Std W9
DF特太ゴシック体 Std
Bebas




20.100.100.10
0.0.0.60
100.70.0.0
0.30.100.0
0.0.0.100

DF綜藝体 Std W9
DF特太ゴシック体 Std
Bebas




0.0.0.100
0.0.0.40
0.0.0.10

DC愛 Std W5




15.100.0.0
0.30.100.0
45.0.15.0
50.100.0.0

DC愛 Std W5

设计 | 田中久美子



0.0.0.100 漢字タイポス415 Std R
0.0.0.45 F1-とんぼB
Abadi MT Condensed Extra Bold



0.90.60.0 漢字タイポス415 Std R
0.0.100.0 F1-とんぼB
100.0.45.0 Abadi MT Condensed Extra Bold
0.0.0.100



0.0.0.100 GoodTimesRg-Regular
0.0.0.50 モトギ



0.0.0.100 GoodTimesRg-Regular
100.65.0.0 モトギ
25.100.100.0



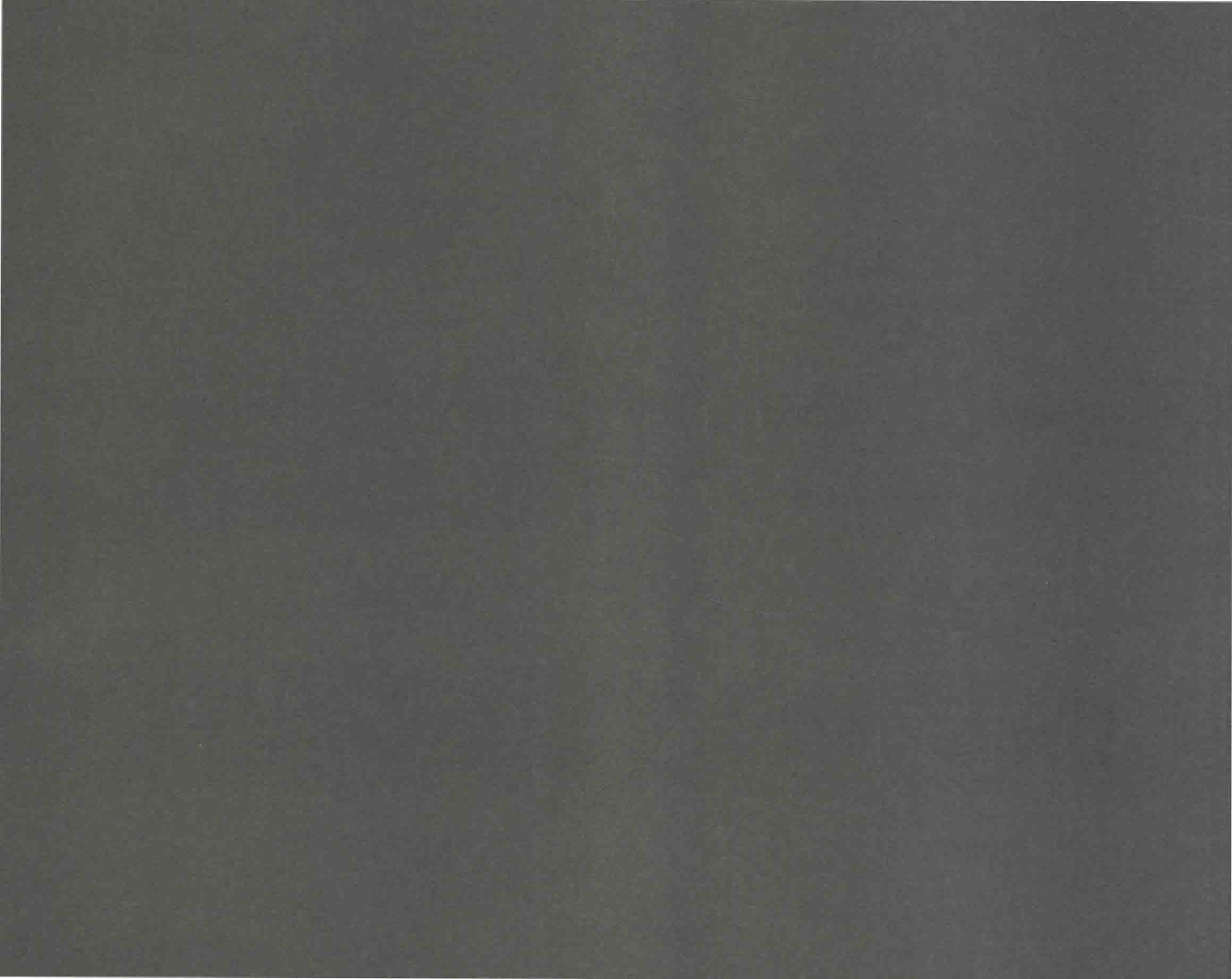
0.0.0.100 DC寄席文字 Std W7
DCひげ文字 Std W5





20.100.100.10 DC寄席文字 Std W7
100.70.0.0 DCひげ文字 Std W5
25.25.50.0
0.0.0.40
0.0.0.100

设计 | 田中久美子



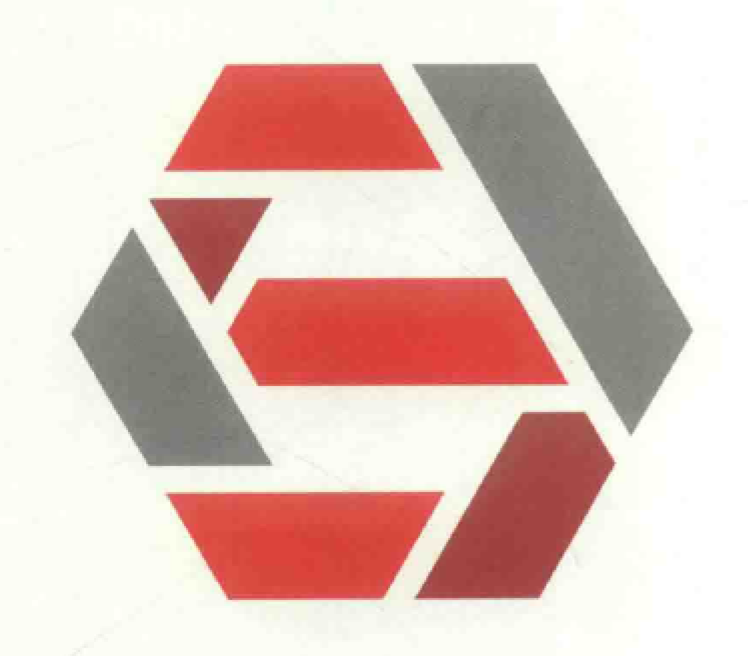
DG

06

Powerful Design

强悍风格

男性 · 有力


Tokyo Success Agency


0.100.100.0
0.100.100.30
0.0.0.60
Myriad Pro Bold Condensed


Tokyo Success Agency
100.0.0.0
0.0.0.100
Myriad Pro Bold Condensed


Tokyo Success Agency


60.0.100.0
90.30.100.30
0.0.0.100
Myriad Pro Bold Condensed

设计 | 山田纯也









0.0.0.90 Helvetica Black Condensed Oblique
50.0.100.0 Helvetica Oblique



Tokyo Success Agency

0.20.100.0 Compacta Bold BT
0.0.0.100



0.20.100.0 Compacta Bold BT
0.0.0.100



0.20.100.0 Compacta Bold BT
0.0.0.100



设计 | 山田纯也



30.50.90.20 Aurora Bold Condensed BT
Verdana Bold



30.100.100.70 Aurora Bold Condensed BT
Verdana Bold

90.30.95.30 Aurora Bold Condensed BT
20.65.100.0 Verdana Bold



10.100.100.0 Aurora Bold Condensed BT
Verdana Bold



0.30.90.0 Aurora Bold Condensed BT
0.0.0.100 Verdana Bold



100.80.30.0 Aurora Bold Condensed BT
75.35.100.0 Verdana Bold

设计 I 山田纯也


Lenin
OUTDOORS


Lenin
OUTDOORS


Lenin
OUTDOORS


0.80.80.0
0.0.0.100
Revue BT Regular
Capitals Regular


40.0.90.0
100.70.70.20
Revue BT Regular
Capitals Regular


25.75.0.0
0.60.100.0
60.0.30.0
Revue BT Regular
Capitals Regular

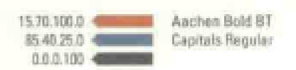

OUTDOORS
Lenin


Lenin
OUTDOORS


Lenin
OUTDOORS


90.50.100.30
50.50.60.20
Aachen Bold BT
Capitals Regular


0.30.90.0
0.80.100.0
50.100.40.0
Aachen Bold BT
Capitals Regular


15.70.100.0
85.40.25.0
0.0.0.100
Aachen Bold BT
Capitals Regular



设计 | 山田纯也


GOTANDA
JAPAN FC
0.20.100.20
60.0.60.60
Bodoni Poster
GOTANDA
JAPAN FC
20.10.0.0
0.90.100.20
Eurostile Bold Extended Two
GOTANDA
JAPAN
FC
0.80.80.0
80.20.0.40
Ironwood
Gotanda
Japan
FC
30.0.100.0
100.20.0.60
Helvetica Inserat Roman
GOTANDA
JAPAN
FC
60.0.0.0
0.40.80.80
Juniper
GOTANDA
JAPAN FC
50.40.0.0
0.60.80.70
Copperplate Bold

设计 I 杉江耕平













0.20.80.40
100.10.0.60
ITC Serif Gothic Black

20.0.100.10
0.60.100.40
Blackoak

30.0.10.0
0.100.80.60
Friz Quadrata Bold









40.10.0.0
0.70.100.60
Antique Olive Nord

10.0.80.0
100.0.10.60
ITC Eras Ultra

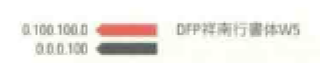
0.40.100.10
0.20.40.80
Din Black

设计丨杉江耕平











15.100.100.0 DFP祥南行書体W5
100.100.65.25







0.100.100.0 DFP祥南行書体W5
0.0.0.100

0.100.100.0 DFP祥南行書体W5
0.0.0.100

0.100.100.0 DFP祥南行書体W5

设计 | 山田纯也













YAKITORI Regular
Bank Gothic Medium









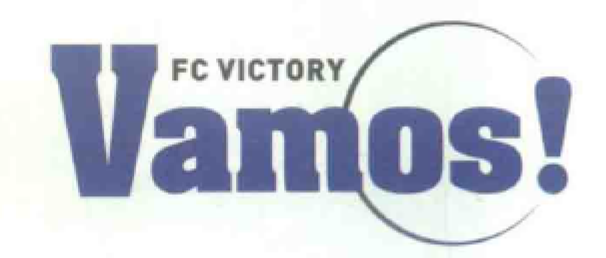




设计 | 山田纯也







20.100.100.0 Aachen Bold
90.60.0.0 DIN-Black

80.20.100.0 Aachen Bold
0.20.100.0 DIN-Black

100.80.0.0 Aachen Bold
0.0.0.100 DIN-Black

F.C.Victory
VAMOS!





90.100.20.0 Tokyo-OneSolid
10.50.0.0 Nothing You Could Do Regular

100.20.40.0 Tokyo-OneSolid
0.50.70.0 Nothing You Could Do Regular

60.0.100.0 Tokyo-OneSolid
70.70.0.0 Nothing You Could Do Regular

设计 | 林晶子



85.55.0.0 Over the Rainbow Regular
20.0.85.0 DIN-Black



0.80.100.0 Over the Rainbow Regular
60.0.0.0 DIN-Black



70.100.0.0 Over the Rainbow Regular
0.0.100.0 DIN-Black



0.0.0.100 TriplexItalicExtrabold
65.25.0.0 DIN-Black

100.90.0.0 TriplexItalicExtrabold
0.20.100.0 DIN-Black



50.100.85.20 TriplexItalicExtrabold
50.0.10.0 DIN-Black



设计 | 林晶子



90.60.10.0 Compacta BT Roman
50.30.15.0 Helvetica Bold



0.100.100.30 Compacta BT Roman
Helvetica Bold



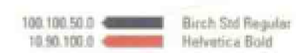
0.90.85.0 Compacta BT Roman
Futura Medium



50.50.100.0 Compacta BT Roman
Futura Medium

设计 I 山田纯也







90.65.50.30 Birch Std Regular
Helvetica Bold







60.10.100.0 Belwe Medium BT
0.0.0.60 Belwe Light BT
0.0.0.30 Brush 445 BT Regular











同系列图书



《设计进化论！日本配色设计速查手册》

充满专业色彩方案的创意集合。对于那些没有适当配色方案的设计师，可以自由使用。全书分为 8 大设计领域，12 种配色分类，由 1000 例让人赞叹的配色方案构成，让你在遇到瓶颈时能透过清楚的分类方式，迅速查阅所需的信息。



《设计进化论！日本版式设计速查手册》

本书集结不同类型的版式设计创意点子，由 6 位不同领域的专业设计师共同编著，共分 13 个主题，总计 1000 种版型，让你在遇到瓶颈时能透过清楚的分类方式，迅速查阅所需的信息。



《设计进化论！日本 LOGO 设计速查手册》

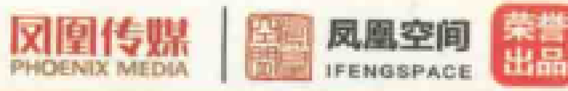
本书收集了五位日本专业设计师的创意结晶，完整收录超过 1000 种 LOGO 设计，分为六大类别，各类别可细分成 56 个主题，让你在遇到瓶颈时能透过清楚的分类方式，迅速查阅所需的信息。

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